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64 PAGES

# TV'S NEW FACES IN OLD FORMS

## Niteries, Pix, Opera Take B.O. Beating | 25 PERSONALITIES | Exhib 'Flexibility': Double-Feature As Pennant Fever Grips Pittsburgh BID FOR STAR

By LENNY LITMAN

Pittsburgh, Sept. 6.

The mad frenzy that has gripped this city since the Pittsburgh Pirates were established as firm favorites to win the pennant has affected every phase of the city's economy with special emphasis on those in or within the fringe of show business.

The Directory

those in or within the fringe of show business.

The Pirates' appearances at Forbes Field has not seriously affected anybody. But the Civic Light Opera, in making its annual report, said that its small loss might not have happened if so many people weren't going to the ball games.

John Bertera, owner of the Holiday-House, said that where they played didn't matter. He added that hight it ball games murdered him and even the radio broadcasts hurt. It is a familiar sight here to see ringsiders listening to the games with small transistor radios while the show is going on. At the Horizon Room, Monique Van Vooren, had to stop her show to ask a customer to cut the volume down on his table radio.

Only "Psycho" was able to compete against last weekend's two night tv games. While the Penn (Continued on page 20)

Nixon Should Ask For

In portant to Bing to the show is going on. At the Horizon Room, Monique Van Vooren, had to stop her show to ask a customer to cut the volume down on his table radio.

Only "Psycho" was able to compete against last weekend's two night tv games. While the Penn (Continued on page 20)

Nixon Should Ask For

## **Equal Disk Time As** Indie LP Blasts Him

The Presidential election campaign has reached the groove in a strictly partisan manner. In an album called "The Republican Record?" Vice-President Richard M. Nixon is taken over the coals in a song-spoof that will tickle the Kennedy contingent.

In addition to the satirical songs, the veep's voice, culled from tapings of some of his speeches are used as a lead-in to the spoofing. The blending, at times, is devastating.

ing.
The album is cloaked in anonym-The album is cloaked in anonymity. It's being released under the Current Personalities label and distributed by L.P. Sales Corp., a N.Y. outfit handling independently made jazz and folk disks. A spokesman for L.P. claims that the disk was made by a Chicago political group whose leader is an anti-Nixon Republican. The leader, he says, prefers to remain anonymous, so do the singers, who call themselves the Grand Old Partygoers, and so does the writer of the special spoof material which includes such songs as "Save The Golf Ball for the Hall of Fame," "Bring Back My Checkers To Me;" "Experience Counts A Loti" and "The Million Dollar Cabinet."

The report from L.P.'s sales department is that 40,000 copies were shipped in the first three weeks of the release.

Palace an "all that, he was pinned down by the national newspaper boys and given generous coverage.

To Circle the Globe

Washington, Sept. 6.

It will be the Echo heard (and seen) around the world.

U.S. Information Agency is shipping of America's Echo I satellite to use in theatres or on television.

Produced by USIA's motion pictures ervice here, the film has been narrated in 30 languages. It will be taken into remote areas and small villages by USIA's mobile film—units after it is shown in major cities.

Beatnik Tag Bad B.O.

The Green wich Village,
N. Y., espresso houses are anxious to kick the beatnik tag.
They've herded info the Coffee
House Trade Assn., a new
group which seeks to lift the
level of the turf and shake all
elements and assorted cats
who have bum rapped the area.
David Gordon, operator of
Phase 2, is the group's prexy.
Org's dedicating itself to furthering the artistic aspects of
its bailiwick.

gram. For next season, not this.

ABC had the expedition all lined up over here, having arranged with Associated TeleVision to grab a mobile unit for the job. Then the Pittsburgh Pirates, in which Crosby has a substantial holding, made like getting into the World Series and Crosby reckoned he ought to stay home and nurse the whole thing through. ABC and ATV had made plans to start recording in Ireland, but the date cuts clean across the World Series.

News broke while Crosby was

Across the World Series.

News broke while Crosby was in London last week, en route with his wife to Rome and the Olympic Games. Though the groaner was only loafin' aroun', buying a few suits and eyeing Buckingham Palace an' all that, he was pinned down by the national newspaper boys and given generous coverage.

By GEORGE ROSEN

New faces (male ones) will be

Beatnik Tag Bad B.O.

The Greenwich Village,
N.Y., espresso houses are anxious to kick the beatnik tag.
They've herded into the Coffee House Trade Assn., a new group which seeks to lift the level of the turf and shake all elements and assorted cats who have burn rapped the area.
David Gordon, operator of Phase 2, is the group's prexy. Org's dedicating itself to furthering the artistic aspects of its bailiwick.

Pirates Win More

Important to Bing

Than St. Pat Spec

London, Sept. 6.

It's a slim hope, but American

## **But Quality Is** 'Must': Mochrie

Metro sales veepee Bob Mochrie, talking about the "hardticket" vogue, thinks this is good solid merchandising "providing, of course, it's not a phoney."

peared last Friday (2) in the Bosding in course, it's not a phoney."

Mochrie is just back from Philadelphia where "Ben-Hur" just passed the \$1,000,000 gross mark and it's good for six months more than the spite it having opened last Thanksgiving at the Boyd, as peppery a showman as ever despite his 80 years (I'm guessing) went along with us, cut the 30-vear-old theatre from 1,900 to 1,500 seats, gave it a facelift recarpeted, repainted, repolished the restrooms, and the answer is this volume of boxoffice gross."

Mochrie saw 90 minutes of "King of Kings," which Metro has acquired from Sam Bronston for distribution, and thinks this is "an honest hardticket picture." He end he called his family together, the librettist calmly tone the Bounty" and "The Winning of the West," Sol C. Siègel's Cineram spectacle ("first Cinerama feature with a storyline"), two more reserved-seat pix.

"I haven't seen "Spartacus" but that smells the meccoy, but some of those other, hardtickets' are phoneys and it's not going to fool aryline and the play with the Dukes of Windson, Revlond would like to do a special built. Aaron and Zousmer did the Windson on one of their "Person to Globe. (It was published in New York by the Herald Tribute on a special built. Aaron and Zousmer did the Windson one of the column in the Governor, and the Globe printed it mofers one one of their "Person to Givernor, and the Globe printed the windsors on one of the End."

Counsel Before the End.

Oscar Hammerstein's family

Oscar Hammerstein's knew his daws were numbered virtually from a very ago and when shortly before the end he called his family to getter, the librettist calmly to getter, the libret

# During Week, Single Pic Sat. Night

Wives Defend Tooters

Hollywood, Sept. 6.
Spouses of some 70 tooters have banded together to form Musicians' Wives Inc., which, besides a social and charitable goal, is putting on its scrappin

goai, a pure cap.

Organization will fight public notions about professional musicians, specifically narcotics use and the like, it's proclaimed.

## **Revion Dickering** Windsors Special; **Bobby Darin Pact**

Searching far and wide for specials, Revlon has come up with Bobby Darin, the singer. Since the bankroller has signed him to an exclusive longterm tv pact, Darin will become the cosmetic company's principal tv spokesman.

Darin is slated for one to two specs per annum on what is believed to be a three-year pact. First of the stanzas is going to NBC-TV with Bob Hope on tap as his initial guest star. Deal was made via GAC, Darln's agency.

Another project in the blueprint stage with Revlon is a one-shot tieup with John Aaron and Jesse Zousmer, former co-producers of "Person to Person." Subject to discussions by A&Z with the Duke & Duchess of Windsor, Revlon would like to do a special built around the lives of the royal pair. Aaron and Zousmer did the Windsors on one of their "Person to Person" programs for CBS-TV.

Exhib-distrib foes of the timehonored—or at least generally accepted — double-feature policy
might take note of a practice instituted some time ago with apparent success by Century Theatres in "selected" houses on Long
Island. In these situations, circuit
occasionally strips a double feature program, scheddied for a
week's play, down to the top feature only for the Saturday evening performance.

Unusual aspect of the case is
thát along with all other theatres
who raise their prices on weekends, these theatres thus get higher admission prices for what is
actually a smaller show. It's reported that the public, adequately
informed through newspaper ads,
accepts the practice with pleasure.
Its greatest virtue, as far as the
exhib is concerned, is that it-allows
for more shows of an evaning and
consequently a larger turnover in
customers. RKO Theatres has also
experimented with the practice on
a limited scale during the sum(Continued on page 62)

#### Think Crix Are Tough? D.C. Columnist Tops 'Em With Furcolo Play Pan

With Furcolo Play Pan

Boston, Sept. 6.

"Ballots Up," Mass. Gov. Foster
Furcolo's play recently tried out
at the Cherry County Playhouse,
Traverse City, Mich, took a drubbing last week in a syndicated colnum, by Washington correspondent
Roscoe Drummond. The piece appeared last Friday (2) in the Boston Globe. (It was published
in New York by the Herald
Tribune—Ed.)

Correspondent - turned - critic
Drummond wrote the column in
the form of an open letter to the
Governor, and the Globe printed
it under an explanatory paragraph
reading, "A special Globe correspondent in Traverse City reported
that the audience enjoyed Gov.

## **Olympic Games Top Even a Holy Year** As Romans Eye \$6,400,000 Revenues

By COL: BARNEY OLDFIELD

By COL: BARNEY OLDFIELD

Rome, Sept. 6.

The Rome that turned "pro" in its handling of prisoners and pilgrimages move than 25 centuries ago never managed to change its ways much to comply with the amateur (it says here) spirit which is the essence of the Olympic Games. The smell of the potential \$6,400,000 gate at ticket windows alone, for the 16 days of competition, was infinitely better than any like period in a Holy Year. and the Games began with a \$4,500,000 advance sale by the time the Olympic flame was lit by the last of a string of athletic holfoots stretching to Mount Olympus in Greece.

Incomers, who bought the ad-

ing to Mount Olympus in Greece.

Incomers, who bought the advance tickets, also had to buy the full run in their hotels, and demi chalf) pension at that (two out of three meals) for the period of the games and at titled daily prices.

Rome seemingly was motivated, as Helsinki and Melbourne were, toward creating a good impression of their countrymen and countries.

To Rome, the Olympics came off

their countrymen and countries.

To Rome, the Olympics came off as an assembly of some new "live ones." Even the policemen, two-to-five deep on a corner and with Rome one-way-streeted to lead even its cabdrivers around in full circles never touching the address they set out for, were like Keystone Kops of old who directed in all directions and were really mot so much interested in getting traffic and people to where it wanted to go as off their exercises. traffic and people to where it

Italian Olympic Committee (Continued on page 61)

#### Soph's Round-the-World Bookings Thru Early '62; 'Old Pros' & Young Talent

Sophie Tucker, at 73, with 57 years of show business behind her, years of show business behind her, isn't as concerned about her opening at the International Casino on Broadway this fall—the first time away from the Latin Quarter—as about her bookings in 1961 and 1962 which, via the Far East, will bring her to Las Vegas in February, 1962.

away from the Latin Quarter—as about her bookings in 1961 and 1962 which, via the Far East, will bring her to Las Vegas in February, 1962.

Starting with four weeks at the Talk of the Town, London, for Bernard Delfont (the old Hippodrome), plus two tw commercials, she is slated for Brighton, Blackpool and Manchester, thence to Israel for the opening of the second Sophie Tucker Youth Centre at the Beeri Kibbutz near the Gara the Beeri Kibbutz near the Gara Strip, thence bookings in Lebanon, South Africa (eight weeks between Capetown and Johannesburg) and six weeks in Aussie, thence to the Orient vacation and dates). Hawaii of Some of the artists who first performed nonetheless.

A J. Fletcher, an attorney and business man from Raleigh, N. C., who has spent \$139.000 of his own money to encourage opera in Tenerica, was given a standing ovacion by the meeting. His pet opera foundation in 1948. In succeeding years, Grass Roots has not the series of the Capeta of the Capeta

#### Laurel & Hardy TV Series

Laurel & Hartay 1 v Series.

Hollywood, Sept. 6.

Stan Laurel and Mrs. Lucille Hardy, widow of Laurel's many-years partner, have set up Laurel & Hardy Feature Productions Inc., projecting an animated tv series based on former comedy team.

Outfit is now seeking bids from animation companies. Attorney Ben Shipman also is in corporation, and Mitchell Getz, who agented the comics for two decades, is handling series' sale.

#### Federation of Music Clubs Raps Blitzstein, Composer Of Sacco-Vanzetti Opera

Of Sacco-Vanzetti Opera
Louisville, Sept. 6.
Directors of the Federation of
Music Clubs, in convention in
Louisville last week, urged the
Metropolitan Opera Co. to cancel
its projected performance of an
opera based on the Sacco-Vanzetti
case. One of the beefs registered
was that the commissioned composer, Marc Blitzstein, is of
proven subversive character. A
second objection, which the federation directors voiced, against
Blitzstein, was that "exploiting the
criminals through the medium of
opera is not in good taste and will
provoke undeserving emotional
display. provoke display.

Editorials in local press pointed out that if the Federation had been out that if the Federation had been in existence at Weimar just 110 years ago this week, the world might never have witnessed a performance of "Lobengrin." Reasonwas that Richard Wagner considered subversive character at that time 11850) and was unable to attend the premiere of "Lobengrin, which was produced under the direction of Franz Liszt. He had joined the revolutionary movement of 1848-1849 in Saxony, and had avoided arrest only by scramming from his country. His opera was performed nonetheless.

A. J. Fletcher, an attorney and



SWING and SWAY

#### SAMMY KAYE

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## Hitler's Former **Hate Station Now**

The mighty radio station built by Hitler in Europe for use in gaining control of the world will be used instead to spread the word of God

The husband of a former Carthage girl has been a prime mover in the unprecedented project and will be the leader in putting it into effect.

Dr. and Mrs. Paul Freed, for-merly of Greensboro, and their four children are on the high seas, aboard the new SS Atlantic head-

aboard the new SS Atlantic heading for Europe.

The dramatic story has been denied to leading U. S. publications until the project gets well under way. But no seal has been placed on the lips of a proud father and father-in-law. Mrs. Freed is the former Betty Jane Seawell, daughter of Mr. and Mrs. H. F. Seawell of Carthage, and "Chub" Seawell, Carthage attorney and religious leader who revealed the story.

Dr. Freed, who recently received.

Dr. Freed, who recently received his Ph.D. at Columbia U. is associated with Trans-World Radio Inc., international non-denominational Protestant organization. He is preceeding to Monaco to put in

(Continued on page 34)

## 25 Years Ago This Week (From Variety, Sept. 4, 1935)

\*\*\*\*\*\*\*\*\*

VARIETY lead story: "9 Broadway Films grossed \$380,000—Best. Weekend in Six Years. Rainy and Chilly Labor Day nake Broadway look like New Year's Eve. Legit Also SRO. Niteries likewise did

Will Rogers' \$4.000.000 estate in its entirety to his widow.

Income tax increases causing Hollywood stars to "unload their

Sid Silverman's review of "Top Hat" led off: "The theatree Hat" led off: "The theatres will hold their own World Series with this one. It can't miss, and the reasons are three: Fred Astaire, Irving Berlin's songs, and sufficient comedy between numbers to hold the film together."

Average low price of film scripts was \$500, and the highest for 1935 was \$12,000. This was in contrast to the peak \$100,000 paid for Leslie Howards "Petrified Forest" click, but that was the exception to the rule.

Irene Castle came out of 17-year retirement for role in Para-mount's "Collegiate,", playing the role of the operator of a dancing school in a college town.

The William Desmond Taylor mystery bobbed up again via a \$500,000 libel suit by Mrs. Charlotte Shelby, mother of Mary Miles

Minter.

D. W. Griffith went to London for a talker version of Broken (Continued on page 20)

## No. 2 'Open End' H'wood News-Front Winds Up a Wide-Open Rhubarb

#### Fashion 'Oscar' for Dinah

rashion Uscar for Uinah

Dallas, Sept. 6.

Dinah Shore will receive a 1960
Nieman-Marcus Fashion Award at
the 23d Annual Nieman-Marcus
Fashion Exposition in the Sheraton-Dallas Hotel here Sept. 12-13.
She will be here to receive the
silver and ebony fashion "Oscar"
for "her great contribution on television to the field of fashion."

Also receiving 1960 Fashion.

Awards will be Claude Staron,
Edward Burke Smith, Sylvia Pedlar and Roger Jean-Pierre. The
Dallas Museum for Contemporary
Arts is beneficiary of the 1960
Fashion Exposition proceeds.

## **New Theatre Competition:** Saloons Showing Features

('Picnic,' et al.), 16m Style

Minneapolis, Sept. 6.

Local exhibitors are unhappy
here because the city and the booth
operators' union haven't done anything to halt the showing of 16m
features in a number of local
saloons as patronage boosters.

B casts Gospel

Greensboro, N.C., Sept. 6.
mighty radio station built titler in Europe for use in g control of the world will dinstead to spread the word d.
husband of a former Carthirl has been a prime mover a unprecedented project and be the leader in putting it fleet.
and Mrs. Paul Freed, for of Greensboro, and their children are on the high seasy of the new SS Atlantic head-or Europe.
Atlantic lead-or follow, the movie.

After visiting several of the care of the care to the high seasy of the movie.

After visiting several of the care of the care to the projection machines in addition to serving drinks. In some instances accommodating customers are pressed into service, rendering the service gratis, or the owner may take a hand. In no case is a union operator being employed.

Morning Tribune's Will Jones brought the development to light in his column. He described it as the took saloon the development to light in his column. He described it as the took saloon the development to light in his column. He described it as the development to light in his column. He described it as the development to light in his column. He described it as the development to light in his column. He described it as the development to light in his column. He described it as the development to light in his column. He described it as the development to light in his column. He described it as the development to light in his column. He described it as the development to light in his column. He described it as the development to light in his column. He described it as the development to light in his column. He described it as the development to light in his column. He described it as the development to light in his column. He described it as the development to light in his column. He described it as the development to light in his column. He described it as the development to light in his column. He described it as the development to light in his column. He described it as the development to light in his column. He described it as the dev

follow the movie."

After visiting several of the saloons, Jones reported in his column that while the bars, of course, don't get the latest releases, they have come up with some that haven't been seen yet on television. He mentioned one bar that has shown such 'items' as "Pienic" and "The Snows of Kilimanjaro" on recent Sunday nights. "I wandered into Johnnies' River Garden Tuesday night and sat

"I wandered into Johnnies' River Garden Tuesday night and sat watching 'Silghtly Scarlet,' a 1956 thing I'd never seen before with Charlton Heston, Arlene Dahl, Rhonda Fleming and John Payne," wrote Jones, describing one of his, movie saloon visits. "The 16m projector had been placed on an inverted beer case at the rear end of the bar, and the picture was shown on a large screen hung above the front door. A bartender operated the machine.

"If the crowd's good, we run a (Continued on page 60)

By THOMAS M. PRYOR

Hollywood, Sept. 6.

David Susskind's No. 2 "Open End" tower-of-Babel session Sunday night (4) on KTTV, with six Hollywood fourthestaters, found the moderator pressed to defend his less than overwhelming admiration for film colony. N. Y. Herald Tribune's Joe Hyams led the attack which didn's seem to bother Susskind too much, an obvious effort to temper the indignation that flared about town even befor the first program on Aug. 28 (see TV Review Page) was off the air. (Item: Mike Connolly reported that Tony Curtis threatened to punch Susskind in the nose. Florabel Muir corrected to say on the chi Take your choice.)

Point made was that Susskind was a come-lately to Hollywood and what right had he to be critical since his great dramatic contribution to television consisted, in the main, of presenting adaptations of old motion pictures.

While Susskind gave some grounds he certainly did not back down all the way. He expressed great admiration for the technical proficiency which is so evident in Hollywood pictures—a concession which might be regarded as a left-handed compliment, if not a case of adding a certai amount of insult to injury.

He did not give in on his right to be critical of Hollywood on the grounds that it too often does not rise creatively to the heights list people are capable of attaining. With a second chance—this talkathon went two-and-a-half hours, or an hour shorter than the pre(Continued on page 38)

#### Map \$12,000,00 Resort As Hawaii's 'Answer' To Disneyland-Freedomland

Disneyland-Freedomland

Honolulu, Sept. 6.

Plans for a \$12,000,000 resort development and tourist center on Oahu (Honolulu) island's north shore have gone before city planners. Spokesman for Bishop Estate, which owns vast acreages, said a group of top bracket developers and local corporations are involved in the complex development, which will have several hotels, motels, a golf course and other recreational facilities.

A proposed 65-acre private park will be Hawaii's "answer" to Freedomland and Disneyland. Robert Burns, a former Disneyland consultant, outlined plans for the park that include such features as a Japanese Kabuki theatr, a puppet theatre, "volcano," an underwater attraction with sharks, octopland tropical fish, and a witch doctor's hut.

Other attractions include a Samoan hunter's hut from which

and tropical issi, and a witch doc-tor's hut.

Other attractions include a Samoan hunter's hut fr in which visitors can shoot at huge "bats"

(Continued on page 62)

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# DOWN TO A SLAPSTICK SINGLE

## Picture Stocks Up 10.8% in Aug., Second Most Favored by Street

Motion picture stocks on the New York Stock Exchange were incredibly traded during August. The valuations went up and up, for a total increase of 10.8% in price, and measured only second to the gold industry in advancement. Gcld was slightly ahead, at 11%. Mining, tobacco, communications, foods, motors, utilities, oils, airlines, chemicals, etc., were substantially behind the film industry. Films made the major gai in June. ith a composit rise of 16.2%. This was followed by a profit-taking drop of 1.4% in July. And then followed the astonishing plus of 10.8% in August. Radio broadcasting was up 4.5% and radio-television manufacturing dropped 0.3%.

and radio-television manufacturing dropped 0.5%.
Fact that films copped a commanding position went hand in hand with what appears to be a new attitude on the part of Wall Street analysis. In the past recent period they have been touting the pictur companies with gusto, mostly all on the acknowledgement that 20th-Fox, Metro, Paramount, Warners, et al., are loaded with unneeded assets that can be ventured into capital gains gold.

Major considerations, also, are the possibilities involved in licens-

tured into capital gains gold.
Major considerations, also, are
the possibilities involved in licensing of post-1948 theatrical productions to television interests.
Paramount was the big winner,
having jumped to a new high of
fractionally over \$67 per share
(see separate story). United Artists
also went to a new high, of
\$32.12\frac{1}{2}, with continuing upbeat
earnings as a consideration.

## **Not All Importers** Happy Over Suit **Against Customs**

Not all New York film importers are happy over possible long-range consequences of the suit initiated last week by Films-Around-The-World against the U.S. Customs in Washington, D.C. The suit, filed by attorney Ephrain London, seeks to recover the company's print of the French import, "Les Jeux De L'Amour" ("Games of Love"), and obtain a ruling on the Constitutionality of the statute under which U.S. Customs inspectors have authority to approve pictures coming into the U.S. from abroad.

tures coming into the U.S. from abroad.

One prominent indie distrib sald in New York last week that of all the "censorship" restrictions which films have to put up within the U.S., the Customs inspection is by far, "the least onerous." He also pointed out that one of the favorite arguments employed by the importers against domestic censors is fact that all imported films have been "cleared!" of obscenity charges by Customs authorities. Should power of Customs authorities. Should power of Customs be knocked down in this area, distrib feels there might be increased pressure in domestic areas for local censor boards.

(As a matter of fact, the brief filed with the U.S. Supreme Court by the Independent Film Importers & Distributors of America, on behalf of Times Film in latter's suit against the City of Chicago, lists as one of the two main issues in that case whether or not foreign pix, imported into the U.S. and subjected to "inspection for obscenity under the Federal Customs Law," may be constitutionally subjected to additional regulation by City of Chicago's licensing ordinance.)

Distrib feels that 99% of the time he and his fraternity have very few legitimate gripes against actions taken by the Customs officers, He thinks that while there may have been times (including the current "Jeux" case in Washington where the Customs law, has been "unconstitutionally ap-(Continued on page 15) One prominent indie distrib said

#### AIP's Global Ali

AIF S Ulobal Ali

Hollywood, Sept. 6.

American-International Pictures
is going global on its high-budget
"Ali Baba and the Seven Wonders
of the World," to be fillmed in
Technicolor and Super-Technirama
70. Hugo Fregonese will direct.
Pic will be shot at Snochiki Theatre, Tokyo; Independence Festival, New Delhi; Tivoli Gardens,
Copenhagen; Festival, Rio de Janeiro; and Folies Bergere, Paris.
Production is skedded to start
Jan. 3.

## Ben-Hur' in N.Y. Over \$2,000,000

Metro's "Ben-Hur" passed an-Metro's "Ben-Hur" passed another milestone when the boxoffice gross at N. Y.'s Loew's State passed the \$2,000,000 mark last week. Through Wednesday (31), the picture grossed exactly \$2,007,039 in 513 paid performances since it opened on Nov. 18. 1959. The take represents 881,988 paid admissions, according to Metro. In 70 hardticket engagements in the U.S. and Canada, the picture has rolled up a boxoffice gross of \$19,000,000.

#### Klinger Gets Strauss Post As 20th's N.Y. Story Ed

As ZUth's N.Y. Story Ed
Henry Klinger, formerly 20thfox's associate eastern story editor, has been named New York
story editor to succeed Ted Strauss,
who has transferred to the coast,
as studio story editor.
Klinger has been at 20th since
1936 in a number of story posts.
Before joining the company he was
prexy of the Booklovers Guild, associate editor of Chatterbox and
freelance story consultant for
RKO Pictures and Cosmopolitan
Magazine.

#### See 'Navarone' Shooting To Wind in Few Weeks

London, Sept. 6. At long last end is in sight for

Carl Foreman's "The Guns of Navarone." First thesp to finish work on the film is Anthony Qui who flew last weekend to N.Y. to start rehearsals with Sir Laurence Olivier for Anouilh's "Becket." Irene Papas leaves in a few days for work on a Greek film, while Gia Scala and James Darren have both nearly finished their stints.

Gregory Peck, David Niven and Anthony Quayle still have a few more weeks' work on "Navarone,"

## - & ALL LEWIS PIX B.O. CLIX

The evidence is in. Jerry Lewis' Bellboy" is established as a success—and thus the string of his winning pictures continues without

winning pictures continues without interruption,
Independent producer Hall Bartlett in New York last week commented that Lewis is the only star whose pictures all turn out in the black. There's no business relationship between the filmmaker and the comedian; Barlett simply made the statement as a non-partisan assessing the values of numerous star names.

It was subsequently ascertained

made the statement as a non-partisan assessing the values of numerous star names.

It was subsequently ascertained from other sources that "Bellboy," on the basis of its Paramount playoff so far, likely will wind up with about \$3,500,000 in Jensey the state of the source profit for Lewis and Par.

It was further stated that all pictures with Lewis, either as a single or with erstwhile teammate Dean Martin, have averaged over \$3,000,000 in United States-Canadian rentals. All have made money.

That Lewis has a ready audience is obvious. But how come? The professional notices anent his pictures are short of unanimously good. He has fans, to be sure, but then there are dissenters. No star is everybody's darling, but Lewis is consistently standout with his boxoffice track record.

Importantly-placed officials in New York believe that Lewis has been tending toward "sophistication" a la Chaplin, for the most part his funny stuff is slapstick and he has no competition.

Observers say this reflects not only the situation with Lewis, but with the entire film production in (Continued on page 15)

(Continued on page 15)

## TOA Spotlight On Shortage, Feevee

Al Floersheimer's mimeograph machine is working overtime as the Theatre Owners of America public relations director is busily engaged in recording the multitude of events scheduled for the exhibitor organization's 13th annual convention and trade show in Los Angeles, Sept. 13 to 16.

The session, to be held at the Ambassador Hotel, is reported to have drawn an advance registration of more than 500, said to be an all-time record high.

The convention's own efforts to ease the product shortage. At the opening luncheon on Tuesday (13), S. H. Fabian, TOA treasurer and chairman of the American Congress of Exhibitors, will report on ACE's production program. On Wednes-(Continued on page 20)

(Continued on page 20)

## Wall St. Ponders Par's Future Fiscal Policies in Wake of Its **Onward & Upward Stock Zoom**

#### Par's Hot Pace

Par's Hot Pace
Paramount's domestic billings for the past summer, beginning June 15, have been
running from \$1,500,000 to
close to \$2,000,000 weekly.
This represents the biggest
summer the company has had
since the company was divorced from Par Theatres on
Jan. 1, 1950, except for the
time when "10 Commandments" hit wide-circulation release.

ments" hit wide-circulation re-lease.

Month of August, this year,
was particularly strong. This
was due in large part to the
extraordinary income from
"Psychio," "Bellboy," "Rat
Race" (in subsequent playoffs)
and "Tarzan the Magnificent"
have contributed to the jackmot in that order. pot in that order.

## Techni to Handle All du Pont Film?

Flurry of activity in the stock of Technicolor last week was attributed in Wall Street circles to reports that du Pont, which plans to enter the film manufacturing field, intends to name Techni as the exclusive processor of all its footage.

footage:

A spokesman for Techni discounted the rumor, and was more inclined to place the reason for the upbeat on the company's financial recovery, the acceptance of Technirama, the increase in the number of pictures, a rise in the company's processing of amateur color film, and the possibility that several new products are closer to fruition.

On the same day—Friday (2)—that Wall St. buzzed with news about Techni, the company revealed that Dr. Herbert F. Kalmus had retired from active service as a consultant and a direction of the service of the company revealed that Dr. Herbert F. Kalmus had retired from active service as a consultant and a directical from active and the company revenues and retired from active services as a consultant and a directical from active services.

#### **UA Lets in Exploiteers** On Sales Drive Prize Loot

For the first time United Artists will cut in field exploitation men to share in \$50,000 worth of prizes with regular sales personnel in the company's upcoming 22-week Max Youngstein sales drive. Heretofore, the loot has been confined to the sales force.

Prizes will be awarded to field men and regional field supervisors in the 33 competing branches in the U. S. and Canada on the basis of exploitation campaigns developed for the drive.

One of the hottest subjects of discussion in Wall Street this week centered on Paramount Pictures. The key question narrows down to, "Where does this company go from here?" And, more specifically, took huvings "Where does this company go from here?" And, more specifically, will there be more stock buyings by the company, or, perhaps, will there be increased dividends for stockholders?

Par started out on its post-divorcement way in 1950 with an annual divvy of \$2 per share for the then outstanding 3,300,000 annual divvy of \$2 per share for the then outstanding 3,300,000 shares. The same divvy rate con-tinues, but 10 years ago the stock was traded at just above \$20 per share, and last week it hit over \$67

was traded at just above \$20 per share, and last week it hit over \$67.

Too, and this is a significant factor, the outstanding shares have been reduced, via open market purchases, to a little more than 1,600,000 shares. The money for this capitalization shrinkage program came mostly via a \$25,000,000 loan from the Prudential Insurance Co. Of this borrowing only about \$5,000,000 has yet to be repaid.

Current earnings—that is, second half earnings—are going strong and Par is nicely fixed with cash on hand.

One of two approaches are expected—if not a little of both. Par could buy in more stock or could enhance the melon for present-day stockholders. There's enough revenue in the till, and potential other start is made at the reach to make a till present and the make at the reach to make a till present and the make at the reach to make at the same and the make at the reach to make at the same and the make at the reach to make at the same and the make at the reach to make at the same and the same at th

stockholders. There's enough revenue in the till, and potential other cash, to make either one or a combination of the two a possibility. The steamroller advance of the trading value of Par stock in downtown Manhattan began in early summer with an analysis from Jesup & Lamont. This outfit did an astute sizeup on the fiscal state of Par after what's understood to be a two-month study. Other Wall-(Continued on page 20).

## Conn. Exhibs Bid **FCC Kill Hartford Pay-TV Project**

Washington, Sept. 8. A group of Connecticut motion

picture theatre exhibitors plus two anti-tollvision organizations have joined in a letter to the Federal Communications Commission urging rejection of the Hartford pay-tv experiment over WHCT-TV by Hartford Phonevision Co.

Hartford Phonevision Co.

Marcus Cohn, Washington attorney representing the exhibitors involved; contended they are definitely "parties in interest" and insisted FCC should recognize them as such because the WHCT-TV presentation to the FCC states that the "principal portion of the programs (for fees) will be current releases of feature length motion pictures."

What's more, said Cohn, two-thirds of the exhibit field with FCC on proposed tollvision programming over WHCT-TV was consumed with a discussion of new motion pic-

on proposed tollvision programming over WHCT-TV was consumed with a discussion of new motion pictures, with no mention of films prepared especially for tv or subsequent feature film projections.

"A resident of Connecticut," the letter said, "would obviously not watch two motion picture films at one time... a person who pays to see a film on WHCT-TV cannot, as sthe same time, be a patron of any motion picture theatre."

And if pay-tv got the film first, the letter said, the available audlence for a theatre playing it later would be hard hit.

Cohn represents the Joint Committee Against Tall TV: Connecticut Committee "Against Pay TV; and these Connecticut exhibitors; Stailey Warner, Loew's Inc.. Connecticut Theatres, Outdoor Theatre Corp. and Manchester Drive-In Theatre Corp.

## Runaways, 'Anybody? Roman Candle On Costs, London's Gorilla Crisis

"Give us another year and we may be ready to talk about it then" is the way American International Pictures prexy James H. Nicholson replied when asked whether company, which is beginning to enter the big time in terms of foreign as well as domestic business, is thinking of joining the Motion Picture Assn. of America and its sister org, the Motion Picture Export Assn.

Nicholson, in New York, last week to supervise editing and dubbing of "Journey to the Lost Country," a German acquisition, reported that last year company's foreign biz accounted for almost 30% of total gross and this year foreign biz accounted for almost 30% of total gross and this year some of the property of the picture and the property of the picture and the property of t

paracularly in terms of import li-censes and remittances. However, said Nicholson, the company hasn't yet felt any particular pinch along these lines, principally because it hasn't had more product than it could get licenses for in specific markets.

particularly in terms of import licenses and remittances. However,
said Nicholson, the company hasn't
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these lines, principally because it
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markets.

Company, however, is now going
In for bigger budget, pix which
will remire a wide foreign playoff.

Despite the latter he said aver-

Despite the latter, he said, aver-Despite the latter, he said, average, educated cinemagoers in the Far East and Europe actually feel safer taking; their children to see an American pic than the sexy stuff coming out of Europe and the violent ones coming out of Asia. Considering the effect American films have overseas, he said he can't understand why the U. S. government doesn't do more to (Continued on 1850 21).

(Continued on page 20)

## Ben-Hur' Champ for Sixth in Row; 'Psycho,' 'Oceans' Close Behind; Aug. B.O. Great Via Blockbusters

VARIETY'S regular weekly boxoffce reports are summa-rized each month, retrospec-tively. Based on an average of 24 key situations, the source data constitute an adequate sampling of current releases but are not, of course, fully "definitive." An index of rela-tive grossing strength in the U.S. - Canada market, this monthly reprise does not pre-tend to express total rentals.

The fall season began last month for many first-run exhibitors despite the fact that generally. September is accepted as the month that launches the fall boxoffice eason. The great biz enjoyed in August stems from so many blockbuster pix being launched during the month. Aithough business conditions in key cities covered by Variety were spotty at best (in some communities, the decline in trade by numerous biz establishments as easily noticeable). The crowning Experience, feature film produced by Moral Redrinament and based on the life of the late Negro educator, Mary McLeod Bethune, will have its spending for cinema entertainment continued at high level for a summer month. The fall season began last month mer month.

continued at high level for a summer month.

The high grosses, helped by upped scales, which continued to be racked up by "Ben-Hur" (M-G) enabled this cous to retain its grip on first place last month, making it the sixth consecutive month to wind as b.o. champion. However, it was closely pursued by "Psycho" (Par), which trailed in second place by a matter of about \$340,000 in total gross.

"Ocean's 11" (WB), which finished first in weekly totals several times, captured third money it was actually more than \$648,000 behind "Ben-Hur," but coming up fast. Both "Ocean's" and "Phycho" have displayed great staying power,

displayed great staying power, winning numerous holdover en-gagements of three weeks or longer.

From the Terrace" (20th), viewed as a potentially big grosser in July, finished a strong fourth only a sten behind "Ocean's." Picture was third and fourth virtually all month. "Elmer Gantry." (UA) measured up to its first few test dates and wound up fifth. Strangers When We Meet" (Col) took sixth position with better than \$600,000 gross. "The Apartment" (UA), which was second in July, finished last month, attesting to its great staying power. Terrace" From the

"Can Can" (20th), long high on the list and fourth in July. slipped (Continued on page 16)

#### Dayton D.A.'s Dilemma: Drive-Ins Deadheading Dedicated 'Wahoo-ists'

Dedicated Wahoo-ists

Dayton Sept. 6.

What to do about "Wahoo" is bothering Montgomery County law enforcement officials. "Wahoo" is a game played by patrons of local drive-in theatres who offer prizes to winners. The game is a relative of bingo.

County Prosecutor Mathias H. Heck early in the season requested that "Wahoo" be banned at area drive-ins, but Sheriff/Bernard L. Keitner suggested no legal action be taken against the game unless all lotteries were banned. Keiter said a 10-day probe revealed that some drive-in theatres do not charge-admission for those who only want to play "Wahoo."

According to Heck. operation of "Wahoo" is a violation of the gambling statute and a penalty of not less than \$50 nor more than \$500 and imprisonment of not less than ten days nor more than six months may be imposed.

In Cincinnati, a jury was held recently concerning an issue similar to this one. Assistant County Prosecutor said that Dayton officials were going to confer with Cincinnati authorities to see if there should be further attentions.

cials were going to confer with Cin-cinnati authorities to see if there should be futher action in Dayton

n banning the games.

In the Cincinnati case, the jury deadlocked on the issue, but Jacob-son said he did not know how much of an issue—if any—was raised about admitting without charge those who only wanted to play the game.

#### Aug. Golden Dozen

- Aug. Golden Doze

  1. "Ben-Hur" (M-G),

  2. "Psycho" (Par),

  3. "Occan's 11" (WB),

  4. "From Terrace" (20th),

  5. "Elmer Gantry" (UA),

  6. "Strangers" (Col),

  7. "Apartment" (UA),

  8. "Can-Can" (20th),

  9. "Bells Ringing" (M-G),

  10. "Portrait in Blach" (U

  11. "Pollyanna" (BV),

  12. "Lost World" (20th),

"The Crowning Experience." feature film produced by Moral Re-Arnament and based on the life of the late Negro educator, Mary-McLeod Bethune, will have its world premiere engagement at the Warner theatre in New York. Pic, which stars Muriel Smith, has been booked for four weeks at the Stanley Warner showcase on Broadway. Although 20th-Fox was at one time reportedly close to signing a distribution deal for the film, negotiations broke down and Warner date was set directly by MRA exces and Stanley Warner. No future dates have yet been set. Pic will be following 20th's "High Time" into the Warner.

ture dates have yet been set. Pic will be following 20th's "High Time" into the Warner.
Film, which was completed a year ago, already has had a number of preview showings in this country as well as Europe and Asia, but the New York stand will be its first commercial engagement

ment.

Meanwhile, a number of show biz personalities attended a special MRA conference at Mackinac Island, Mich. this past weekend to help plan for the October launching of the film. Included in the group were Joel McCrea, who narrates the prolog to the film. his wife Frances Dee, Beulah Bondi, Frank Ross, Lew Ayres, Jack Lord, Tex Williams, Spring Byington, and others.

#### Air Crash Kills 3 Griffings: Exhib Pioneered Pay-TV In Bartlesville Experiment

Oklahoma City, Sept. 6. Funeral services were held here last week for Henry S. Griffing, president of Video Independent Theatres, and his wife and two

Theatres, and his wife and two children.
Griffing, his wife, 25-year-old son, and 20-year-old daughter were killed when his private single-engine plane trashed near Johnstown, Pa, on a flight from Teterboro Airport in New Jersey on Aug. 18 with Griffing at the controls. The crash wiped out the family Criffing is envised by two trols. The crash wiped out the family. Griffing is survived by two

family. Griffing is survived by two brothers and three sisters.

The wreckage of the plane with the four bodies was found last Tuesday (30) after an extensive search by the Civil Air Patrol. Griffing's failure to file a flight report hampered the search. The bodies were burned beyond recognition. Identification was made through the number of the wrecked plane.

plane.
Griffing was also active in television. He gained widespread attention when he introduced a payer to system in Bartlesville. Okla. At the time of his death, he was in the midst of plans for installation of Telemeter through the antenna systems operated by Video.

#### Ives Ankles Piper

Hollywood, Sept. 6.
Deal in which Burl Ives and Kaufman-Lubin Productions were to have coproduced "The Pied Piper of?" has been called off and property shelved indefinitely. Ives was to have starred, ic directed and coproduced through his Dunbar Productions.

Ives exited project because of reported "artistic conflict."

#### Teitel's Israeli Swap

Chicago, Sept. 6.
Chi showman Charles Teitel, expanding his distribution activities, has set a swap deal with Israeli Zev Karkomi of Haifa.

Zev Karkomi of Haifa.

Latter's Mediterranean Films will furnish Israeli pix in exchange for indie Yank product which Tele has promised to line up for export. Chicagoan reports that besides present sources, Karkomi is dickering to rep several new production companies scheduled to tart up soon in the young tate. start up soon in the young state.

#### Cantor Unloading Some NT&T Shares; Other SEC 'Insider' Transactions

Washington, Sept. 6.

Extensive selling of shares in National Theatres & Television stock featured latest Securities & Exchange Commission report on insiders' stock transactions for the period July 11 to Aug. 10.

B. Gerald Cantor sold 9,059 shares, leaving him with an even 100,000. Cantor, Fitzgerald & Co. unloaded its entire 8,000-share holding, while Cantor & Son disposed of 2,400, holding onto 2,600 shares. Eugene V. Klein sold 7,500 shares and kept 52,323 Jack M. Ostrow got rid of 2,200, leaving him with 5,303, and Lawrence A. Peters sold his last 209 shares.

In other major show business transactions (all in common stock unless otherwise stated):

unless otherwise stated):
Allied Artists — Albert Zugsmith continued amassing shares,
buying 5,600 to make a grand total of 166,300. He also picked up
100 shares of 5½% preferred to
boost his holdings to 600.
Cinerama Inc.—Nicolas Reisini,
through Robin International Inc.,
bought 3,850, giving him 11,150
beneficially owned.
Columbia Pictures Corp.—Fico
Corp. sold 100 shares, leaving it
with 117,762.
Decca Records—Millon R. Rack-

Decca Records—Milion R. Rack

Decca Records—Milton R. Rackmil as a co-trustee bought 200 shares of capital stock, giving the trusteeship 11,800 shares.

Microwave Associates—Vessarios Chigas sold 1,000 shares; holding onto 14,000. George S. Kariotis sold 800, keeping 1,950, and Richard M. Walker got rid of 100, leaving him with 37,760.

Paramount Pictures—Frank Freeman sold 2,500, holding onto 2,700. Louis A. Novins discarded 1,000, keeping 791.

2,700. Louis A. Novins discarded 1,000. keeping 791. Trans Lux Corp.—Jacob Starr bought 800, boosting his total to

Universal Pictures — Preston Davis bought 200, making his total

Davis bought 200, making his total 309.

Warner Bros.—Benjamin Kalmenson exercised his option and bought his first 20,000 shares. William T. Orr bought 5,000, giving him a total of 20,800, and Jack L. Warner exercised his option with a 30,000-share purchase for a total of 255,055.

#### **Detroit Industryites Team** For State Fair Pic Exhibit

Detroit, Sept. 6.

Detroit exhibs, distribs and motion picture projectionist union are teaming for the first Motion Picture Industry Exhibit at the Michigan State Fair. Exhibit, housed in an ultra-modern geodesic dome will consist of trailers of current and coming attractions, equipment

and coming attractions, equipment of various kinds, newsreels, cartoons, refreshments and free theatre tickets.

In addition, the Fox and Madison theatres are conducting contests to select girls who most resemble Marilyn Monroe, star of "Let's Make Love," now at the Fox, and Shirley MacLaine, now at the Madison in "Can-Can." The "stand-ins" will act as hostesses at the exhibit along with ladies of will act as hostesses , along with ladies the exhibit, along with ladies of the Greater Detroit Motion Picture Council.

#### WB's Quarterly Divvy

Warner board at a meeting last week declared the regular dividend of 30c per share on the common

stock.
It's payable Nov. 4 to stock holders of record on Oct. 14.

## New York Sound Track

Jack L. Warner, on a Gotham stopoff last week, from Cap d'Antibes back to Burbank, bullish on the picture busi especially WB's "next year's earnings". . . Vet showman Arthur L. Mayer off Urbay (Wed) for Tokyo and Hong Kong, mostly pleasure but also scouting pix and tv commercials . . Vet film exploiter Arnold Van Leer a third-time grandpop; his wife is a 1920 "Ziegfeld Follies" girl. Newest is a girl. The Van Leers, Sr. and Jr., are now stationed in Boston. William Goetz winged in from London, can be spotted at the Columbia homeoffice talking about "Cry for Happy," which he just completed, and "Song Wilhout End" "Cruel City," paperback novel published by Belmont Productions, is authored by Joe Mackey of the Warner homeoffice publicity staff. . . The Leo Jaffes the the Columbia list v.p.-treasurer) pass along word that their daughter, Marcia Ann, and stockbroker Eugene Margoluis, of Abraham & Co. are to be married in December . . . How do you keep score on the characters in Paramount's "Savage Innocents?" Fictionalized names include Inuk, Asiak, Imina, Powtee, Ittl, Anarvik, Hiko, Iulik and Kidok, If you think this straing nomenclature, you're just not an Eskimo.

"The Three Faces of the Film Art, Dream and Cult," new book by critic Parker Tyler, will be issued by Thomas Yoseloff on Sept. 26. It's said to examine the "forces of art and the place of the motion picture in the total network of our present cultural values". Alan Martin, of Cinema Corp. of America, the company which holds the rights to Cecil B. Demilie's 1927 silent film, "Kings of Kings," is off to Europe to make distribution arrangements for the oldie, A new picture with the same title is currently being made in Spain by Samuel Breasson for Merica the company believe in International Corp. of America, the company believe in Glenside, Pa. and Lancaster, Pa., continuing the company's policy of introducing the hardicket run to surburban areas.

Market letter by the Wall Street firm of Bache & Co. sees United Artists "poised to go into new high ground"

in Gotham for a quickie stay before leaving for an extended visit to Paris. Edward Emanuel, Variety Clubs International chief barker, will receive an American Legion award at a dinner in Philadelphia on Sept. 19.

Ted Mann, once president of North Central Allied, has enrolled nine of his Minnesota theatres in Theatre Owners of America Deal has been set for the showing of Cinerama in Columbus, O at the RKO Grand Theatre. Engagement starts Nov. 3 with "This Is Cinerama" It'll be the only theatre in central Ohio showing the three-strip medium. Lawrence H. Lipskin, former pub-ad chief of Columbia Pictures International, has joined the Roy Bernard Co. as exploitation director Lou Martini signed for a role in "The Hoodlum Priest". Arnold Picker, United Artists foreign distribution chief, returned from Hong Kong. Clifford Odets, had his press agent issue a statement denying items that he has been contributing script changes on "The Misfits." Arthur Miller's first screenplay. John Wayne will make a 14-city personal appearance tour in behalf of the roadshow engagements of "The Alamo." The world premiere is set for San Antonio on Oct. 24. A three-day celebration is planned for the Texas opening. It opens at the Rivoli Theatre in N. Y. on Oct. 26.

Watter Reade Jr. is faxing up some snappy new offices for himself in the DeMille Theatre Building. Purpose is not to discommode staff at Continental Distributing's office at 1776 Broadway when he comes up to town from Oakhurst N. J. Hareld Resen, who has been Continental Distributing's head booker for almost two years, has been named assistant theatre manager for Trans-Lux. has been from the Dedwing Job. Tony Randall hosted the "Windjammer" premiere at the Villa Theatre, Salt Lake City, Thursday (1) night. Ed Sallivan, 20th-Fox publicity director, is on the Coast for a week of studio conferences. Sidney Glamberg, who started out 18 years ago as an assistant theatre manager for Trans-Lux. has been named assistant veenee in charge of production for Trans-Lux Television. Succeedin

#### L. A. to N. Y.

Rosemary Clooney Gary Cooper Ray Danton Ray Danton
Bruce Eells
Taina Elg
Jerry Franken
John Gavin
Milt Grossman
Ross Hunter
Dean Jones Dean Jones
Stanley Kubrick
Peter G. Levathes
Henry H. Marti
David Miller.
Yves Montand
Julie Newmar
Max Shulman
David Susskind
Loretta Young
N. Y. to L. A.

Art Alisi Perry Como Peter Dawson Jack Douglas Charles Joffe Mitchell Kowal Robert Rossen Jack L. Warner

#### Europe to U. S.

Frederich Ashton Cecil Beaton Svetlana Beriosova Oscar A. Doob Margot Fonteyn William Goetz Fred Grossman Radie Harris Donald Harron Michael Somes Russell Thal Russell Th Jess Wolf

#### U. S. to Europe

O. S. to Eu
Peter Binder
Annelise Born
John R. Clark
Mannie Greenfield
Eunice Healey
Edward Mabley
Alan Martin
Jack Mills
Martin Poll
Walter Ross
Mo. Rothman Mo Rothman Albrecht Schoenhals Tom Woods

## Showmanship, 'Sneak' Variety

Situation involving so-called "sneak" previews is getting more and more coy, in New York anyway.

Ads in New York dailies couple of weeks ago announcing a "sneak" at the Paramount Theatre that evening told the public it could come at any time before 8 P.M. and see the regular program in addition to what ads called a "simply MMarvelous MMotion picture." It didn't take Dorothy Kilgallen to figure out that that blind item meant 20th-Fox's "Let's Make Love." Result was a healthy and enthusiastic crash at the theatre.

Other majors also are going in for the coy approach. If they don't hint at the title in the ads, they see that various key columnists get the word for immediate release.

Not that there's anything wrong in the practice, since these "sneaks" are principally for reviewers and to spread word-of-mouth. In every case, the picture is finished, wrapped up, done, for better or worse. Why, then not just announce the name and be done with it? Says one company exec: "Maybe we get a more hep crowd and very fact that patron has to do some digging to find out what the pic is, gives him a feeling of being on "inside." It's all showmanship."

## **Chase Without a Pursuer**

Israel's Friedman, Eichmann Capturer, Warns Pix-TV: 'Keep Me Out,' or Face Copyright Suit

The U.S. attorney for Tuvia Friedman has placed the film companies and television networks on notice that they would be violating copyright, regulations if they depicted his client or alluded to his contributions in any documentary or fictionalized treatment of the Adolph Eichmann case. Friedman, a former inmate of a concentration camp, is now head of the Historical Documentation Centre of Nazi War Criminals in Israel and is credited, with playing a leading role in prowith playing a leading role in pro-viding the documentation which led to Israel's capture of Eichmann in

Argentina.

Basis for the warning by Samuel
D. Reidel, the attorney, is the
forthcoming publication of Friedman's official story by Doubleday,
According to Reidel, the publisher "has a substantial Investment
in this project" and is interested
in protecting Friedman's rights
and any and all media affecting
its sales. Citing numerous news
reports, Reidel maintained that it
would be almost impossible to present the story of Eichmann's capture without including Friedman's
contribution. He said a picture deal
is in the works and that Friedman's
carned the right "to channel the
ights to his story through such
media and via the type of motion
(Continued on page 15)

## 'Shadows' Click **Cues 2-Pic Deal For Cassavetes**

John Cassavetes, whose \$40,000 experimental film, "Shadows," has been taken over by British Lion oven taken over by British Lion for release in the United Kingdom, will make two pictures directly for English firm, both to be filmed in Mexico under his Gena Produc-tions banner.

Mexico under his Gena Productions banner.

Actor-director stated films will include "Evil," a social comedy, and "A Picce of Paradise," a love story, each to run around \$500,000. He's also prepping "Too Late Blues" as another Gena entry. Production on the two for BL isn't expected to start until next year, since neither has been scripted.

Cassavetes leaves here Sept. 15 for N. Y., and thence to London, in early. October for British preem of "Shadows," which has already won considerable acclaim both at private showings in London and at Venice Film Festival, where it was shown out of competition. While in London, he will finalize the BL deal, which was initiated during his recent stay in British capital.

In addition to the BL deal for United Kingdom distribution, Casavetes also has closed with Europa Films for Sweden release of "Shadows." He said, he's had several offers for American showing to have made film under his indie but hasn't closed yet with anyone.

#### Pilgrimage

Pilgrimage
Dallas, Sept. 6.
Frank X. Tolbert; columnist for the Dallas Morning News, discovered that the citizens of Ben Hur, Limestone County, had not read the book, "Ben-Hur," or seen the film. The entire population of Ben Hur will come to Dallas in a caravan Sept. 17 for the afternoon showing of "Ben-Hur" (M-G) as guests of Interstate at the invitation of James O. Cherry, Dallas manager for the circuit, at the Tower Theatre.

The town, was named in 1892 by an admirer of Gen. Lew Wallace, who wrote the novel. Metro, chagrined that they did not discover the town in time for the December opening of

for the December opening of the film here, is trying to lo-cate one of the chariots used in the film to donate to the town. The chariot would be mounted in cement as a per-manent tourist attraction.

## Chi Finally Okays Japanese 'Shame'

"Street of Shame, Japanese production banned in Chicago for three years, last week was finally okayed for showing there and immediately was booked into the Carnegie Theatre. Censor Unit of the Chicago Police Dept on two occasions in past said the film was "immoral and obscene" and in violation of a city ordinance. "Street" concerns prostitution in Japan which, until recently, was permitted.

E. R. Hartigan, Chi's assistant corporation counsel, took a look at the picture following the censor's rejection of it, and said he found nothing "legally censorable."

Edward Harrison, distributor of "Street," had an ally in Missuo Tanaka, Consul General of Japan

Edward Harrison, distributor of "Street," had an ally in Mitsuo Tanaka, Consul General of Japan in New York. Tanaka, in an appeal to Chi city officials, said he was at a loss to understand the ban because the feature was regarded in Japan as "a very moral film which exposed then current evil."

# **CUES QUESTION**

By HY HOLLINGER

Now that Laurence Tisch and his brother, Preston R. (Bob), have assumed control of Loew's Theatres in title as well as in fact, industry observers are curious as to which direction the new management will lead the company. The big question is whether the real estate and hotel business will take precedence over the theatre business. over the theatre business.

over the theatre business.

The Tisches, who control the company via a 25% stock ownership of the outstanding shares, have veered so far in the direction of real estate and hotels. Although Laurence up to now held the nominal title of chairman of the executive committee and Preston was listed only as a director, there was no doubt in anybody's mind that they have been calling the turns at Loew's since last May. Laurence's election last week as

that they have been calling the turns at Loew's since last May:
Laurence's election last week as chairman of the board and chief executive officer and the naming of Preston as president of Loew's Hotels Inc., a recently organized wholly-owned subsidiary, and chairman of the executive committee, puts the young hotel-oriented freres squarely into the open in relation to the policy-making functions. With Leopold Friedman as chairman of the board, from which post he has resigned to serve as a director, consultant and advisor, and Eugene Picker as president, the previous activities of the Tisch brothers had a sort of behind-the-scenes aura. Picker continues in the presidential post, but is no longer chief exec officer. His dusties are expected to be confined mainly to the supervision of the theatre circuit.

## TISCH CONTROL Distribs May Be Starry-Eyed, But Not Banks: UA's Ex-Banker Golden; Primer on Film Lending Practices

Way-Ahead Trailers

Way-Ahead Trailers
Long range theatre advertising and cross-plug trailers
have been arranged for Universal's "Spartacus." Not only
are theatres which have booked
the hardticket film running
trailers as much as six months
in advance of opening, but
cross-plugs are being employed
by affiliated theatres.
Walter Reade Theatres in New
Jersey, for example, have been
using some 30 trailers since
June in addition to the one at
the DeMille Theatre on Broadway where the pic world
preems on Oct. 6.

## **IA Mulls 6 P.M.** H'wood Curfew

Hollywood, Sept. 6.

IATSE is pondering a flock of tentative proposals for its new contract demands to be made to major film companies among them the intriguing possibility of a straight eight-hour working day and a 6 p.m. curfew, previously unheard-of among the Hollywood crafts.

unheard-of among the Hollywood crafts..

Wage boosts of more than 10% across-the-board, residuals double those given other unions for post-48 films shown on television, requirement of Stateside standbys for overseas film crews and increased health-welfare benefits are other proposals under consideration. IA's general proposals committee, which is working out a formula to be presented to the majors, held its first meeting late last week and expects to continue through September on a final analysis of union problems. Committee is composed of nine menerpping 22 locals.

The 6 p.m. quitting time is the result of growing complaints among rank and-file members that mainly to the supervision of the theatre circuit.

Since the Tisches entered the Loew's Theatres fold, the company has diversified boldly into the hotel field. Plans have been completed for the construction of two hotels in N.Y. At the same time, the company has acquired property on 8th Ave, there for the construction of a motel. It also plans to rect a motel on the site of the old Loew's Columbia Theatre in Washington, D.C. One of the N.Y. hotels, is on the site of the old Loew's Clumbia Theatre in Washington, D.C. One of the N.Y. hotels, is on the site of the old Loew's Lexington Theatre in addition, the Loew's 72d St. will be razed shortly to make way for a luxury partiment house.

Loew's theatre-building activities have come to a halt since the Tisches entered the picture. Previously the company had built drive-ins in New Jersey and Texas and two hardtops in Florida. Initially, theatres were to be included as part of N.Y. eastside hotel and apartment house projects, but thes were abandoned. However, Loew's spokesmen have stated on a number of occasions that the company, hopes to acquire property on N.Y.'s (Continued on page 15)

The role of the banks which finance independent productions is

The role of the banks which finance independent productions is generally misunderstood in many industry circles. And the theory that bankers act as censors in relation to approving scripts and stars is completely erroneous.

The authority for these statements is Herbert L. Golden, United Artists v.p. and former v.p. in charge of amusement loans for Bankers Trust Co. Golden, the U.A. officer who serves as liaison with the banks, said the bankers may "out of ordinary interest" inquire about the property and who's in it, but he emphasized that it is definitely not the basic consideration in granting a loan for a film project. As a matter of fact, Golden added, the bankers take special care to avoid any semilance of censorship or control. "I can't recall a single instance where a bank refused a loan because it did not approve of the cast," he said.

The primary consideration of the banks, according to Golden, is the balance sheet and the corporate structure of the distributor. Under present money lending procedures, he said, it is almost impos-

naiance sneet and the torporate structure of the distributor. Under present money lending procedures, he said, it is almost impossible for an indie filmmaker to obtain a loan for a production without a guarantee from a financially able distributor.

So far as the indie producer is concerned, Golden noted, it is the distribution company that serves as his actual bankroller. And it is the distributor, he pointed out, who exercises control over the property, the selection of the stars, and other facets of the production. As outlined by Golden, here's the way bank financing is obtained for (Continued on page 16)

## Plan More Stock For Electrovision: Year's Loss 79G

Hollywood, Sept. 6. Electrovision Corp., in a program of theatre buying and diversification into other fields of operation, is asking stockholders to increase the authorized number of no-par-value common shares from 3,000,000 to 5,000,000. Shareholders will vote on hoard of directors' will vote on board of directors' motion at annual meeting Sept. 29.

motion at annual meeting Sept. 29. Purpose of the planned increass in number of shares, according to Robert L. Lippert, board chairman and secretary-treasurer, in a notice to stockholders accompanying annual report, is "to take advantage of future acquisition possibilities. The company is presently investigating several acquisitions which involve the Issuance of additional shares."

Net income for circuit's first full year of operation, ended May 31, 1960, from theatre operations, conyear of operation, ended May 31, 1960, from theatre operations, confection sales and concessions, and services rendered, totalled \$3,162,487, according to prexy Edwin F. Zabel in annual report. Net loss for year, however, was \$79,081. This, Zabel pointed out, resulted primarily from large non-recurring expenses arising from final completion of reorganization activities together with theatre losses in January and February caused by severe flu epidemics in California. Stated Zabel: "It now appears that the initial period of reorganization has been successfully completed and theatre operations for the new fiscal year should be on a profitable basis."

Comparable figures for the prior description of the profitable sits."

profitable basis."

Comparable figures for the prior year aren't available, it was declared, as company was in the middle of its reorganization program in 1959 and reported only three months of operation in that

## 'Print Shortage, Not Product'

Flaving film companies for the present prints shortages which are depriving smalltown and small exhibitors of boxoffice hits while they're still hot, president Frank Mantzke in the current North Central Allied bulletin declares "the time has come when exhibitors must have a say about pictures which now are being released."

As an axample of what the smalltown exhibitor and legar

exhibitors must have a say about pictures which now are being released."

As an example of what the smalltown exhibitor and lesser theatres are "up against" currently, Mantzke cites the case of "Psycho' (Par).

"Psycho' now is playing to a very good business in the big cities, where they are having holdovers in the big theatres," he says in the bulletin. "The small towns have to wait because Paramount doesn't have prints.

"Here is a black-and-white picture for which they could make up at least 100 more prints for 'peanuts' and take advantage of the publicity the picture is now receiving. It then could be booked into the smaller towns and earn thousands of more dollars and help to keep the smalltown exhibitor alive.

"No, Paramount won't do that. Can the revenue derived from the comparatively few who are lured from their communities to the big cities possibly compensate the film company for the losses resulting from the local theatres' lessened prestige and the positive manner in which such sales policies date a picture and render it passe in the minds of local theatregoers?"

North Central Allied thus far this year hasn't held its annual convention—hitherto held in April—but Mantzke promises one for 1960—within the next 60 days "during which many important matters pertaining to our business will happen." The reason advanced for the delay is so many members' "financial straits—they can't even stand the comparatively small expense involved by a convention trip to Minneapolis."

Strong screen translation of World War II sea experiences of Nazi raiding vessel com mander Bernhard Rogge, bolmander Bernhard Rogge, bol-stered by first-rate acting but hamnered by war hampered by unnecessary sub-plots. Domestic b.o. response depends largely on extent of favorable word-of-mouth.

Hellywood, Aug. release of Dino De Lau tion Styrs Van Heflin ton; features Mylene De Ericson, Cecil Parker - Mylene De-pricsion, Cecil Parker, i. Alex Nicol, Lian Redmond, Rossi Drago, Gregoire Aslan, by Duilio Coletti, Liscreenplay, Petrilli, Coletti, Unich Mohr, original diartes by Bernhard tera, Aldo Tonti: editor, Jerry t director, Morio, Garbuglia; no Rota: sound, Piero Gavazuuli; Revieud at Posta-Revieud at Posta-nines.

Van Heflin Charles Laughton Mylene Demongeot John Ericson Cecil Parker Folco Lulli ommander Reger imiral Russell

When it sticks to its central is--the tactical military duel between a foxy but humanitarian Nazi commander Van Heflin) and Nazi commander Wan Heflin) and a determined Churchillian admiral (Charles Laughton)—"Under Ten Flags" is a Grade A war film, a gripping, intriguing glimpse into one of World War II's most fascinating sea stories. But the Dino De Laurentiis production is tarnished by a tendency to stray off on irrelevant and undernourished character targents and incidental sexrelevant and unuernounce.

acter tangents and incidental sexploitation stuff that might better
have been left on the cutting room

most off it seems

talkative enough.

The screenplay by Vittoriano Petrilli, Duilio Coletti and Ulrich Mohr is based on the diaries and autobiographical tome by Bernhard Rogge. Film deals chiefly with the exploits of the Nazi masquerraiding surface vessel, "Atlantis," captained by the surprisingly decent and scrupulous Rogge, portrayed by Heflin. As the British admiralty, headed by Laughton, desperately strives to pinpoint its position, the Atlantis proceeds to play cat and mouse with British shipping, pos-ing as a friendly freighter under ing as a friendly freigner under any one of a number of "person-alities" it easily adopts via a com-plete array of flags, costumes and quick-change artistry until the enemy ship is caupit unawares within range of its hidden artillery. within range of its indeem actuary. The story is distinguished by the character of Captain Rogge, a man "full of ideas like figuting a clean war." Eventually the schizophrenic ship he commands is destroyed by the successful efforts of British intelligence to unscramble a vital

.The abrupt departure from Nazi siereotype here is liable to disturb some filmgoers who will stand for na association between Nazism and decemby, but the authentic nature and objective tone of the film ought to curb any such partisan outrage. Far more disturbing is the outrage. Far more disturbing is the picture's patchwork quality when it deals with secondary characters. Even the important element of time is jumbled once or twice. Director Duilio Coletti appears to have had his troubles coordinating have had his troubles coordinating the project with De Laurentiis—deciding what to leave in, what to take out and, with editor Jerry Webb, where to splice in what was left of the original footage. Aldo Tonti's camera work is competent, Mario Garbuglia's art direction authorities and reasworthy. Nino Rota's thentic and seaworthy. Nino Rota's rausic is adequate and dubbing is barely noticeable when incorporated.

Heflin gives a solid account of himself in the central role—a sin-cere, soft-spoken, sensitive por-traval. The comic overtones of Meftlin gives a solid account of himself in the central role—a since the same of the same time a loss of feeling for the same time a loss of feeling the s

Liam Redmond, with solid assistance from Gregoire Aslan and dec-brative aid from Eleonora Rossi Drago. Tube. Drago.

#### I Aim at the Stars

Generally exciting but occa sonally exercise Dut occa-sionally evasive account of the life and times of scientist Wernher von Braun. B.o. prospects depend on extent of public curiosity about, controversy surrounding the man.

Hollywood, Sept. 1.
Columbia Fictures release of Charles
H. Schneer piddires release of Charles
H. Schneer piddires release of Charles
Gens, Victoria Shaw. Heet Lon. GirScala, James Daly; with Adrian Hoven.
Gerard Heinz. Karel Stepanek. Peter
Capell, Hayden Rorke. Austin Willis, Alan
Gifford. Helmo Kinderman, Lea Seidl.
John Crawford. Directed by J. Lee
Thompson. Screenplay, Jay Draller. from
story by George Froeschel. U. Woller,
Inc. Frederica Wilson. Vict. director. Hans
Berthel: music. Laurie Johnson: sound.
Walter Ruhland: assistant directors. Karl
Elsner. Hans Sommer. Reviewed at Columbia. Sept. 1. '60, Running time,
106 MINS. Hollywood, Sept.

The timely and provocative story of Wernher von Braun is tackled tastefully in Charles H. Schneer's production of "I Aim At The Stars." Although the film has a arian tendency to aim too much at the stars and too superficially into the miral man, it sheds some worthwhile Ten light on a new variation of an agein, a 'old philosophical puzzler—is genius into exempt from the ethical and moral secin-codes that govern man's behavior?

It is the sort of topic certain to spur debate and controversy (as, indeed, it has already within the industry), an argument factor that will be an important boxoffice stimulus, and is likely to mean the difference between profit and lose for ference between profit and loss for

foor tast indeed, most of it seems to have been, judging by the film's berky-jerky pacel.

Fortunately, the basic story is dominant and, embellished by some acting of the first magnitude, ought to appeal to American conematic appetites as good war films invariably do. So, although the Paramount release, being of largely foreign vintage, is no boxoffice shoo-in, it has the dramatic quality to spur enthusiasm among those who take it in—and can do reasonably well if its supporters are talkative enough.

The screenplay by Vittoriann Petrilli, Duillo Coletti and Ulrich Mohr is based on the diaries and autobiographical tome by Bernhard But from the point at which von Brauter's comments and perceptive Columbia.

Terse comments and perceptive Columbia.

the picture.

But from the point at which von Braun surrenders to U.S. authorities, an evasiveness is detectable. The reason for his choice of the U.S. over the USSR (certainly an enlerprising one) is never fully clear, nor is America's hasty acceptance of Nazi scientists explored certains of Nazi scientists explored. clear, nor is America's hasty acceptance of Nazi scientists explored sufficiently. U.S. resentment of opposition to von Braun is emeghance of Nazi scientists explored sufficiently. U.S. resentment of opposition to von Braun is embodied in one man James Daly), a character of questionable modivation. Daly plays an army major embittered over the V-2 death of his wife and child in London. Just why an American would bring his wife and child, to evacuated London at the apex of V-2 attacks is a jarring inconsistency—of the plot. The character, a key one, emerges jarring inconsistency of the plot. The character, a key one, emerges more of a symbolic device than a man as he leads a personal crusade against von Braun, whose attempts to shake the U.S. out of its postwar space lethargy make up the bulk of the latter half of the film. There is, of course, a pro-von Braun point of-view, but it is subtly un(Continued on page 16)

#### **Briefs From The Lots**

Hollywood, Sept. 6.
Twentieth-Fox cast Marilyn
Monroe to star in "Goodbye
Charlie," to be produced and directed by George Cukor from
I. A. L. Diamond script, after she
completes "The Misfits".
Mirisch Co. inked three-pix deal
with Ingrid Thulin, Swedish star in
Ingmar Bergman's "Wild Strawberries. "The Magician" and "Brink
of Life". James Poe set to script
"The Devil in Buck's County" for
James Woolf's Warner Bros. release . Taina Elg disclosed she'll
star in "Le Baccante," Italian-made
film in which Akim Tamiroff is
featured.

Robert Parrich bought film rights

Robert Parrish bought film rights

## Feature Reviews From Venice Fest

## Le Voyage En Ballon

Le Voyage En Ballon
(Voyage in a Balloon)
(FRENCH-RYALISCOPE—
COLOR
Venice, Aug. 30.
Cinedis release of Filmsonor-Montsourls
production. With Maurice Baquet, Andre
Gille, Pascal Lamorisse. Camera
(Eastmancolor), Furrice Tellor, Courte
(Eastmancolor), Furrice Tellor, Courte
(Eastmancolor), Pascal Lamorisse.
Full Fellor, Camera
(Eastmancolor), Pascal Lamorisse
(Full Fellor, St. MMS,
Pascal Pascal Lamorisse
(Grandfather Andre Gille
Aide Maurice Baquet

Albert Lamorisse has made two After Lamorisse has hade wo half hour shorts, "White Mane" and "The Red Balloon," which got festival kudos in the past and emerged boxoffice draws despite their length. His first feature is somewhat tenuous but with enough

their tength. His hist teature is somewhat tenuous but with enough of the whimsy, assiduous workmanship and fringe poetics of his first films to make this stay the route and emerge a probable arty house entry abroad. It has enough entertainment angles for possible depth spotting.

In his previous pix, young boys finally fled the world of cruel and unthinking adults via a white horse disappearing into the sea or being carried away by a balloon. In this, a youth takes a trip around France in a balloon with his eccentric grandfather, finally to have it run away with him but in his escaping when the balloon takes dut alone over the sea.

Lamorisse constructed a special non-vibrating camera setup to

non-vibrating camera setup to allow for some stunning helicopter shots around Paris and France. He seems to be enamored of old unseems to be enamored of old un-changing things and the grand-father appears anachronistic as he builds a Jules Vernetype balloon today for his trip during which his grandson stows away. The balloon intrudes on a stag hunt, covers a forcest fire, scales Mount Blanc, delves into Paris for

some new, beautiful aspects of this much filmed capital city, and, in general, lanages to include enough surprises to keep this from enough surprises to keep this from being replititions. It might seem precious in this jet age but has the repose, in entiveness and hard work to make this an unusual film with word-of-mouth a probable added plus factor.

Color is excellent and lensing adroit while it keeps the film pro-

adroit while it keeps the film progressive without any resort to back ground projection. Comic relief is added by an aid following the balloon in an old car that can take off by itself when necessary. Actors are acceptable but it is the lensing conception and execution that make the film.

#### I Delfini (The Dauphins) (ITALIAN)

(ITALIAN)

Venice, Sept. 6.

Lux Film release of a Lux-Vides production. Stars Claudia Cardinale, Gerard Blain, Annamaria Ferrero, Betsy Blair, Sergio Fastoni, Tomas Millain, self-sergio Fastoni, Tomas Millain, self-sergio Fastoni, Tomas Millain, self-sergio Fastoni, Tomas Millain, self-sergio Fastoni, Tomas Millain, Sergio Fastoni, Tomas Millain, Sergio Fastoni, Cardinal Fusco: editor, Ruggero Mas-quantum Millain, Venice, Running time, 110 Mills.

Fedora Claudia, Cardinal Fedora Claudia, Canada Anasilmo.

Elegantly produced by Franco Cristaldi, this in-competition pic looks a good boxoffice entry for the home (Italo) market, where combo of names, exploitable story elements and a distant affinity with "La Dolce Vita" ill help it with "La Dolce Vita" ill help it on its way. Export chances appear more limited, though the European market offers spotty possibilities. Story deals with the empty lives lived by some rich young provin-cial bluebloods, the "Dauphins"

lived by some rich young process to bluebloods, the "Dauphins" of the title, and of the attempts of an outsider. Claudio Cardinale, to crash into the group of friends in Italian small town where everyone knows everyone else. Several one knows everyone else. Several plot skeins are intertwined, replete plot skeins are intertwined, replete with secret and wide-open love affairs, adulterous and otherwise, with nary a good sentiment showing on the winning side this sharp accusal of hinterland mores. It's a slick third effort by young director Francesco Maselli, showing his increased maturity but at the same time a loss of feeling for his material, which as a result projects coldly and matter-offactly events and feelings which should hit out with a strong emotional impact.

level, often badly served by indif-ferent, only at times pungent, material by a crew of scripters which includes novelist Alberto Moravi Sergio Fantoni, Tomas Milian, Claudo Gora, and Anna-maria Ferrero come off best in the thesping race, though Claudia Cardinale registers in many scenes on looks and performance and def-initely headed up. Betsy Blair per-forms creditably but appears mis-cast, and Gerard Blain and Anton-ella Lualdi rarely have a chance to ella Lualdi rarely have a chance to shine through an opaque script. Superior elements in the pic are certain sequences in which Maselli greatly aided by lenser Gianni di Venanzo's expert lighting effort, unerringly depicts the uneventful and drab provincial life and its backdrops, and a jarring sequence in which actor Milian takes his temporary amour, Miss Cardinale, for a violent thrill ride in his Fer-rari. Added nod to Giovanni Fusco for his musical scoring. All other for his musical scoring. All other credits in this production are top drawer. Hawk.

#### Krzyzacy (Knights of the Teutonic Order) (POLISH) Venice, Sept. 6.

Venice, Sept. 6.
Film Polski release of a Studio production. Features Urzula Modrynska.
Grayya Stabisewska, Andrei Szalwski.
Grayya Stabisewska, Andrei Szalwski.
Mieczysław Kalenik, Emil Karewicz, Tadeusz Kosudarski. Directed by Aleksonder Ford. Screenplay. Ford. Jerzy Sawinski. from novel by Henryk Sienskinski. From novel by Henryk Sienskinski.
Mieczisław Jahoda: music. Razimiers Serocki; editor. Mirodawa Garlicka. At Venice Film Fest. Running time, 100 MiNS

MINS
Jagienka Urszula Modrzyńska
Danusia Grazyna Staniszawska
Jurand Andrzei Szalawski
Zygrfyd de Lowe Henryk Borowski
Macko Aleksander Fogiel

Gigantic production effort of this Polish color epic is unfortunately not equaled by like enter-tainment values, despite some exciting battle and duel sequences which constitute its high points. The remainder is generally tedious and talky pastiche teiling of the rivalry between Poles and the Teutonic Knights in 14th and 15th Century Poland. It culminates in the victory of

the home forces after a spectacular battle. Its expert chances are all in the general market vidubbed form. However, heavy trimming is needed to slash the three hour stretch to lore reasonable

Director Alegsander Ford obvi-Director Alegsander Ford obvi-ously has taken Olivier and Eisen-stein as his examples in shaping this one, yet the pic has neither the grandeur of latter's "Alexan-der Nievski" nor the warm yi-brance of former's "Henry V."

Plus elements are often the splendid color lensing by Mieczy-slaw Jahoda, especially in exteriors and battle scenes. Costumes some interiors are too garish. Thes-pic aspects fit the needs of such a pic, with competent acting in all sectors of a large and varied cast.

Script rarely wavers from a propagandistic position in which Poles are painted white and (Ger-manic) Teutonic Knights and their religious fervor hued blacker than black. Pic looks a likely top gros-ser in Poland and perhops some other Eastern countries. Hawk.

#### Alaztosan Jeletem (A Certain Major) (HUNGARIAN)

(HUNGARIAN).

Venice, Aug. 30.

Hungaro Film release of Hunnia production. With Mikios Gabot. Adam Strices, Tivadar Uray, Goyer Faloi. Eva Strices and Laxio Boka: Similar Strices and Laxio Boka: Similar Fractions of the Community of the Communi

Major
Sergt
Adjutant
General
Bella ..... Miklos Gabor

This concerns a career military This concerns a career mittary man in the Hungarian army before the last World War under the distor Horthy. It shows his closed mind in the midst of corruption and his final demise when the German's slaughter mutinying German's slaughter muunying Magyars during the later days of that war. But the pic is somewhat one-sided and ends on a propa-gandist note for the Russian cause.

This vehicle thus looms of little export value. It has some insight into blind army ways, and denotes a telling flair for subtle human reattening nation south mounted and acted but seems mainly a bet for Hungary.

Mosk.

El Cochecito

(The Little Motor Bike)
(SPANISH)

Venice, Sept. 6:

Portabella Films release and production. With Jose Isbert, Pedro Porcel, Jurecled by Marco Ferreri. Screenplay, Rafael Ascona, Ferreri; camera, Juan Julio Baena; editor, Pedro Del Rey, At Venice Film Fest, Runing time. 3i MiNS. Actions Julio Fest Billing the State Control of the Company of the Comp

Dealing with a theme, complica-tions and people which could be morbid, sentimental or distasteful, this successfully emerges a mor-dant, ironic comedy with deft human and social insight and with

dank, frome comedy with delt human and social insight and with all the earmarks of possible art spotting. It could also make general booking abroad if well handled and well dubbed.

An old man has a friend who is crippled and goes about in a little motor bike specially made for him. He becomes friendly with some people who use similar bikes and decides he is handicapped without one and demands one from his son, a tightfisted lawyer. The family refuses and he finally poisons them all to buy and keep his bike. Director Marco Ferrert displays a firm feeling for satire and there is never any self-pity or bad taste evident in handling the crippled people. And the conflict between the old man's desire for liberty and friendship and the grasping, unseeing family is looked out with

friendship and the grasping, un-seeing family is locked out with humor, timing and perception.

Jose Isbert is a natural comic figure as the old mumbling grum-

bling good hearted little man wholly wants to be with the people who have accepted him. On-the-spot lensing helps and technical credits and thesping fit the spirited aspect of the pic. Some of the sud-den moves of the old man. like poisoning the family, may jolt but are worked well into the fabric of this offbeater. Mosk.

#### Mikkai (Secret Meeting)

(Secret Meeting)
(JAPANESE-SCOPE).

Venice. Sept. 6.

Nikkitsu prodiction and release with
Yoko Katsurad.
Chikakao Hosokawa. Directed by Ko Nakasira. Screenplay. Akra Yoshimura,
camera. Yoshimiro Yamazakia: editor,
Misonari Tsujii. At Vence Film Fest.
Winning time. 74 MiNS.
Selji. Miyapuch
Yuko Chiwe
Chikako Noriko Hosokawa

Japanese film is reminiscent of the many Yank dramas in which adulterous couples end up with each other's undoing. This is slickly made and patly put together, but is not original enough for any-

but is not original enough for anything but dualer chances abroad.

A woman jarried to an older
professor has an affair with one
of his students. At one of their
trysts in a park one night, they
witness a murder, When he decides
to go the police, she pushes him
under a train in desperation because of her fear of scandal. Acting is good and direction gives thi pace. The technical credits are fine. This als has a nice jazz m pace. The technical credits fine. This als has a nice jazz sic backgrounding. Mo

#### La Lunga Notte Del '43 (That Long Night in 1943) (ITALIAN)

uTALIAN)

UTALIAN

UTALIAN

Buro International release of all Alece
Euro production, and all celease of all Alece
Euro production, and all celease of all Alece
Euro production, and all celease of all c

Well-made straightforward vehicle which brings to life once more some of the more dramatic mo-ments in recent Italian history and ments in recent Italian history and the months towards the end of the last World War when Italians cruelly fought Italians behind the lines of battle. Major impact, however, is on the local ticketbuyer who is able to catch nuances and action. Expert values appear to indicate specialized slotting only. Florestano Vancini has directed his first feature in creditable fashion, with a good feeling for period atmosphere. He has had his actors underplay most scenes to good effect. Yet this same understatement (Continued on page 15)

# VENICE FEST LIKE THE REST

## **Gondola Gleanings**

By ROBERT F. HAWKINS

Venice, Sept. 6.
"The Apartment" (UA) received a rousing welcome from local audiences which crowded as never before into the Venice Fest Palace and the one part of the companies as Titanus,

ences which crowded as never before into the Venice Fest Palace and the open-air arena right behind it. Day-after reviews were also very favorable to the single Yank entry in local competition.

Top personal honors went to Shirley MacLaine who received an ovation of sorts from a delighted audience, thus repeating a reception accorded in early part of fest to another visiting Yank thesp, Cyd Charisse, likewise mobbed after the local unveiling of her dance film. "Mademoiselle," directed by Terence Young. Miss MacLaine left in mid-fest for Zurich, then heads for Rome. Her p.a. stints plus innumerable interviews have netted plenty of international press coverage, all highly favorable to the star, reminding fest vets of the big projection enjoyed by Kim Novak after her visit to Cannes some years back.

George Hamilton is another Yank star to take advantage of local press contacts, via the 500-odd assembled scribes. Metro backed him in his local debut... Presy of Rome's Cinecitta Studios and entire staff feled Metro toppers. Dave Lewis and Lee Kamern at an Excelsior. Hotel luncheon in midfest, attended by Italian government reps as well as Venice director Emilio Lonero. Good pic quality noted in local screening of "Ben-Hur," unveiled here for first time ever in its 35m print version. Audience applauded several sequences of the Metro classic. Second showing had to be skedded due to tremendous request which went far beyond the Venice Fest Theatre's 1,250 seat capacity.

MPEA representation was of the "token" kind, consisting of presence, for part of fest, of MPEA's Frank Gervasi and Henry Borgese, as well, as a press luncheon at Lido's Quattro Fontane Hotel for the selection of event's many scribes. No stand, no MPEA posters, no press material, but some advertising (for Apartment" and "Pollyanna"). In local trades: . . . Gervasi also wined and dined by his many friends, many of whom learned here of his new appointment as veepee of Fairbanks-Morse, with HQ in Rome, Press nevertheless was amply regaled with information regarding U.S. pix in and out of the running; thanks to Metro press office and the UA stand. The DEAR-UA people saved their big supply of records of "Apartment" soundtrack for second fest week distrib, will tole up handouts of disks and free Cinzanos at fests end . "The Great Dictator" was cut for (applauded local showing and will probably be sliced some

mation regarding U.S. pix in and out of the running; thanks to Metro press office and the UA stand, The DEAR-UA people saved their big is upply of records of "Apartment" soundtrack for second fest week distrib, will tole up handouts of disks and free Cinzanos at fests end. "The Great Dictator" was cut for (applauded) local showing and will probably be sliced some (200-odd feet) in upcoming Italian release. Trimmed are part of the spaghetti sequence and the one concerning Napoleon's wife.

\*\*DEAR-Film topper Robert Hagging will co-produce "Lolita," set for a November start. Vie Damone here with his parents . Curd Jurgens will direct his next ple in Ceylon . . . Interesting technical problems must be solved daily by fest officials due to variety of film stock used in fest problems must be solved daily by fest officials due to variety of film stock used in fest problemical problems must be solved daily by fest officials due to variety of film stock used in fest problems must be solved daily by fest officials due to variety of film stock used in fest problems must be solved daily by fest officials due to variety of film stock used in fest problems are staggered at 15-minute Intervals, ic passing from outside Arena to inside fest place to vibration and distortion after the repeated run-throughs, while western raw material holds up better. Most delicate: Russian color films . Soviet actor-director Sergei Bondarchouk, who recently visited the U.S. taking 16m film of fest complete with much zoom lensing, in between stints on jury, on which he also served here last year, Russo delegation is headed by Irene Kohoreva, and includes Mrs. Bondarchouk, actress Irene Skobiseva, director, V. Vengherov, and several others. All for Soviet pic, "Leningrad Skies," which got continued on page 54)

Appreciated pub-ad effort sees such pic companies as Titanus, Vides, Euro International, Globe, Zebra; plus Unitalia, all of Rome, offering one Excelsior beach cabin each to anyone having time off in between multiple daily screenings.

each to anyone having time off in between multiple daily screenings.

Technicolor's 10,000-pound (sterling that is) mobile printing unit, set up on one side of the fest palace, has been the object of much producer attention here, under guldance of Technicolor exce George Gunn and a staff brought down from Britain for the occasion and demonstration, Self-contained unit is fully equipped with Technic patented gear (i.e., 16,000 color filters for print correction purposes, etc.) and is primarily intended for operation in areas where no Techni labs exist, i.e., France, Spain, Germany. Yet first trip for the unit, which will be followed by several replicas, looks to be Japan, perhaps for work on Steve Parker's "My Geisha" starring Shirley MacLai Norman Krasna incidentally huddled here with Miss MacLaine on script for her husband's pic.

her husband's pic.

Incident at evening screening involved a Rome critic who was not allowed to enter fest hall in beach clothes. He said he was going to special advance screening of Japanese film to show the next day, but this is forbidden by regulations. Matter is now up before critics association. Same scribes same day had announced in Rome paper that fest topper Emilio Lonero would be replaced after end of event by another critic, Piero Gadda Conti . Lido Casino employees had their annual strike during festival run, thus forcing the many habitues of the roulette emporium to stage private sessions during the one-day close-down.

Met singer Anna Moffo, here for a tv appearance on which she sang a Gershwin potpourri, has plans in all fields of entertainment picture. Now recording a series of albums for RCA Victor in Rome (Irving Berlin songs, Gershwin, Duke Ellington), she may do others for EMI-Camden at Scala in September: then she goes to Frisco for opera season in which she'll star in first revival in 50 years of Bellini's "Sonnambula" ... Miss Moffo also does a pic for Ding DeLaurentiis, "I Love, You Love," with direction by Allessandro Blasetti, and may eventually do the proposed Toscanini biopic, iff all rights cam necleared. Some more tv appearances are also in the offing, in addition, of course, to the Met.

# PRODUCT THIN

Venice, Sept. 6.

The 21st Venice Film Festival comes to an end tomorrow night (Wed.) and that marks the close of the European festival season for 1960. It has been a disappointing year, and this event on the Lido has done little to raise the batting averages. averages.

That the fire and sparkle had gone out of the Venice festival was clearly evident in the opening week, and international tradesters week, and international tradesters who are consistent supporters of the main European events are agreed that this is attributable to an excess of festivals, which has put a strain on suitable product as well as a programities.

an excess of festivals, which has put a strain on suitable product as well as on personalities.

There is general agreement, too, that an excess of festival pix of indifferent quality must hurt the industry. Each pic exposed at the fest is seen by some 600 journalists, and a run of bad reviews can only be harmful to the boxoffice. And many of the Venice entries have been heavily panned by the visiting critics.

In the opening week there were only a couple of worthwhile entries—one being United Artists, "The Apartiment" and the other the French made "Le Voyage en Ballon." Films entered by Yugoslavia. Germany, Russia and Czechoslovakia were well below expected minimum standards. The second week, however, got off to a better start with Japan's "No Greater Love," which was seen as the opening attraction during the recent Japanese film week in New York.

York.

When it meets in Vienna next
month, the International Federation of Film Producers Assns, will
again review the festival situation again review the festival situation to see what can be done to control and restrict the number. The issue was brought to the fore at Berlin recently, when Arthur Watkins, the new Federation prexy, made an appeal for self denial to the exiting festival authorities. That appeal does not appear to have met with much response, as (Continued on page 16)

## Single Budget For **MPEA Fest Flings**

## STRETCH STARS, Lopert's 'Balloon' Deal; Fryd Fears End of Spectacle Cycle; 1961 Int'l Fest Agenda; Other Venice Angles

Widmark Launches New Film in Vienna

New Film in Vienna
Vienna, Sept. 6.
Richard Widmark has moved into the Rosenhuegel Wien Film Studios and started shooting as an indie for Universal (Heath Production). It will be titled, "The Secret Ways." Story is based on a novel by Alistair MacLean. Widmark, who is to star, has engaged the German actress Sonja Ziemann for the femme lead.

This black-white film for widescreen is being directed by Phil Karlson. Widmark inked experienced members of the Josephstadtand. Volks-Theatre in Vienna and Walter Rilla (England) and Charles Regnier. After two weeks in the Wienfilm studios, the crew will go no location in various parts of Austria.

## **Venice Brushoff** Given 'Pollyanna' Still Live Issue

Venice, Sept. 6.
Although on the surface peace
reigns again between the Motion
Export Assn. and the Venice fest
authorities, the last has not been
heard of the hassle over the method of selection of festival entries
and the initial rejection of "Pollyanna," the official Yank choice. It
is now certain there will be a postmortem on the matter when the
International Federation of Film
Producers Assns. meets in Vienna
next month.

International rederation of rimanext month.

The initiative in raising the matter at the Vienna meet will be taken by the MPEA on the grounds that the Venice decision was contrary to Federation rules, even though it was in accordance with the local regulations. The MPEA will argue that where local and Federation rules are in conflict, the Federation regulations, which govern the conduct of all festivals, must be overriding authority.

The MPEA is not only sore at the rejection of "Pollyanna," but also resents the way in which the Venice (and Cannes) authorities negotiate directly with all the Hollywood majors to see what product can be picked up for the festival. That sort of "wheeling and dealing" only helps to limit the choice subsequently available to the MPEA when the time comes to make its choice, MPEA feels.

So strongly did the MPEA feel that had there not been the last-minute compromise whereby "Pollyanna" was finally accepted as an out-of-competition entry for the closing night gala, the Assn. would have officially boycotted the festival.

subsequently available to the MPEA when the time comes to make its choice, MPEA feels.

So strongly did the MPEA feel that had there not been the last minute compromise whereby "Doilyanna" was finally accepted as an at out-of-competition entry for the closing night gala, the Assn. would have officially boycotted the festival.

While selection tactics are the immediate issue, the MPEA is also concerned at the impression that was the feel of the festival out of the 14 official in-competition entries are of Italian and French origin. Nor does the Assn. feel it is proper for the host countries are of Italian and French origin. The issue is again and keep all other participating in actions, excepting France, down to a single film. The issue is again as the feel of the feet that the opening night gala entry, though out of competition, was also of French origin, and french entries, it is argued, could easily create the false immpression in the production. It is also recalled that the same two countries had a big silice at Cames, considerably larging it can be a considerably larging the action of the Rank Organization plan, made known last week when results of trading for the year ended last June 25 were released, to issults of trading for the year ended last June 25 were released, to issults of trading for the year ended last June 25 were released, to issults of trading for the year ended last June 25 were released, to issults of trading for the year ended last June 25 were released, to issults of trading for the year ended last June 25 were released, to issults of trading for the year ended last June 25 were released, to issults of trading for the year ended last June 25 were released, to issults June 25 were released, to issults of trading for the year ended last June 25 were released, to issults June 25 were releas

Venice, Sept. 6.

Ilya Lopert has purchased U. S.,
Canadian, British and Commonwealth release rights to the French
Venice entry, "Voyage in a Balloon," directed by Albert Lamorisse, plans to cut some five minutes or so from the color item
which evoked many favorable comments following its local unveiling
. Julian Berman, Continental
Manager for Disney Enterprises,
here for last days of fest and
screening of "Pollyanna" (7) . .
Irvin Shapiro's French purchase,
"Les Jaeux de L'Amour" (The
Games of Love), has been invited
to both the San Francisco and
London Film Festivals this fall.
S Pic, however, has had customs
trouble in the U. S. and poses an
interesting situation: will Friscoans be allowed to see a pic
which, at least so far, has been
deemed taboo for New Yorkers?
Shapiro has been in Paris viewing
product for his Films-Around-theWorld, may hit Rome next on
similar mission.

Joseph Fryd. who set up deals for Yank release of "Morgan the Pirate" and "The Tartars," has announced he will market two up-Pirate" and "The Tartars," has announced he will market two upcoming A delphia Productions, "Ivan the Conqueror" and "The Great Knight" on world markets. "We are perplexed," says Fryd concerning the current rash of spectacles being made here and everywhere, "and we must soon find a new genre of picture. The western has died, now the spectacle may die the same death." Already producers are seeking "new" directions to spectacles, Fryd notes, with Greek following Roman, and in turn is being surpassed by the Slavic-localed item. Pirates are another "new" direction. Fryd feels that only the best will survive, the so-so items to be weeded out soon by the public. Each valid pic in this epic-spectacle class must have one new gimmick or idea, Fryd suggests, to impress a growingly blase public. In all cases, it's axiomatic that the U. S. market must be taken indo consideration when planning such In all cases, it's axiomatic that the U.S. market must be taken into consideration when planning such a pic. In some cases where this has not happened, the Yank distributor has had a flop on his hands, and has stopped co-financing such Italian pix in fear of (Continued on page 18)

## Rank Planning 'A' **Non-Voting Stock**

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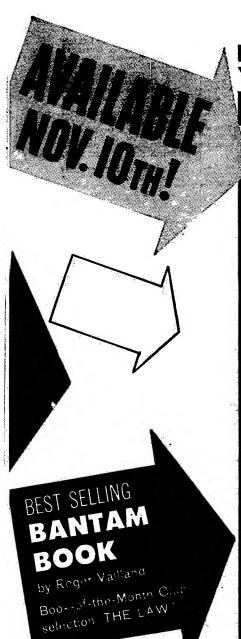
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## L.A. Climbs; 'Hell' Topper, Hot 27G, 'Bells' Ringing \$24,000, 'Sky' Stout 20G, 'Ghosts' 18G, 'Love' Big 17G

Los Angeles, Sept. 6:
Holiday weekend with flock of
strong openers is giving L. A. firstruns the expected boost this sesruns the expected boost this ses-sion, but perfect outdoors weather will cut down the potential severely. "From Hell To Eternity" leads the parade of newcomers, with a boffo \$27,000 at two thea-

But the real strength is coming from multiple day-datings. "Bells Are Ringing," on first general re-lease, should hit a loud \$24,000 in four situations. "Crowded Sky" four situations. "Crowded Sky" looms stout \$20,000, playing three

Thirteen Ghosts" Is shaping to torrid \$18,000 or near in two s. "Subterraneans" looms big \$9,000 at the Beverly

\$9,000 at the Beverly.

Among regular holdovers. "Let's
Make Love" continues sprightly
with a lusty \$17,000 for second
Chinese frame. "Psycho" looks like
torrid \$14,000 for fourth round in
two sites. "Elmer Gantry" also is
good for third session in two spots. Estimates for This Week

Pantages, Los Angeles (RKO-FWC) (2.815; 2.019; 90-\$2)—"Hell to Eternity" (AA) and "Seven Guns to Mesa" (AA) (reissue). to Eternity" (AA) and "Seven Guns to Mesa" (AA) (reissue) Boffo \$27.000. Last week. Pantages, "Bells Are Ringing" (M-G) (9th Mek), \$6.700. Los Angeles with Hawaii, "Story of Ruth" (20th), "When Comedy Was King" (20th) (2d wk), \$7,600.

Hillstreet, Hawaii (Metropolitan-G&S) (2,752; 1,106; 90-\$1.50)—"13 Ghosts" (Col) and "Electronic Monster" (Indie). Torrid \$18,000 or near. Last week. Hillstreet with Yogue. Loyola, "Pollyanna" (BV) (1st general release), "Half Pint" (Indie), \$15,900.

Downtown Paramount, Wiltern, Pis 'ABPT-SW-Prin' (3,300; 2.344; 756; 90-\$1.50)—"Crowded Sky" (WB) and "Man Upstairs" (Indie), \$150,000. Last week, "Ocean's 11" (WB) (3d wk). (Downpar, Wiltern), "Tounder in Sun" (Par) (reissue) (Pix), \$20,700.

Beverly (Elect) (1,150; 90-\$1,50)—"Subterraneans" (M-G). Big \$9-000. Last week, "From Terrace" (20th) '7th wk-5 days), \$4,300.

State. Four Star. Vorue. Baldwin

000. Last week, "From Terrace" (20th) '7th wk-5 days), \$4,300. State, Four Star, Vogue, Baldwin (UATC-FWC-Elect) (2,404; 868; (Continued on page 18)

## **Love' Lusty \$18,000 In** Toronto; 'College' Okay

with the Canadian Na Day but with the Canadian Ag-tional Exhibition hurting some of the majors, biz is generally good. Newcomers include "Let's Make Love." wow at Imperial and "Col-lege Confidential," okay at the Up-

"Murder, Inc," a nine-house combo of downtown and FP-Taylor deluxe nabes shapes very big. "Bells Are Ringing" is loud in second stanza, ditto "Elmer Gantry" in third frame. "Psycho" in fourth stanza and "From the Terrace" in sixth are showing no change from previous week's big biz.

Estimates for This Week

#### Estimates for This Week

Estimates for This Week
Beach, Century, College, Downtown, Glendale, Midtown, Oakwood, Prince of Wales, Runnymede (FP-Taylor) (1,288: 1,338;
1,499: 1.059; 9.995; 1.089; 1.138;
1.200: 1.385; 55-90- "Murder, Iné."
(20th). Very big \$40,000. Last
week, "Dinosaurus" (UI, \$30,000.
"Elmer Gantry" (UA) (3d wk).
"Elmer Gantry" (UA) (3d wk).
Nice \$10,000. Last week, \$14,000.

ntry" (UA) (3d wk). Last week, \$14,000. Nice \$10,000.

Reginton (FP) (1,080; \$1-\$1.40)— Eglinton (FP) (1,080; \$1-\$1.40)— Serious Charge" (Indie). Light 4.000. Last week, "Rosemary" Tilms Around World) (6th wk), 3.500 Hollywood (FP) (1.080: \$1-\$1.25)

Holllwood (FP) (1,080; \$1-\$1.25)

"Psycho" (Par) (4th wk). Sock
\$17.000. Last week, ditto.

Hyland (Rank) (1,057; \$1-\$1.50)

"From Terrace" (20th (6th wk).

Terrific \$11,000. Last week, same.

Imperial (FP) (3,343; \$1-\$1.25)

"Let's Make Love" (20th). Wham
\$18,000. Last week, "It Started in
Naples" (Par), \$10,000.

Loew's (Loew) (2,745; \$1-\$1.25)

(Continued on page 18)

#### **Key City Grosses**

(Based on 20 cities and 220 theatres.)

## Love' Hot \$9,000, K.C.; 'Ghosts' 26G

Kansas City, Sept. 6.
Several good newcomers for oliday week are impressive, but he real strength still is in the holdovers. Newcomers include "Angel Wore Red," fair at Mid-land, and "Let's Make Love," nifty at Uptown. Another newie, "13 Ghosts," is lively day-dating five theatres. "Hell to Eternity" is nice in second week at Paramount. "From Terrace," in third week in the Plaza, still is brisk. "Psycho" at Missouri looms fancy in fifth rounde Weather is some of the hottest of summer. Newcomers

at Missouri loc...
rounde Weather Is some of hottest of summer.

Estimates for This Week
Brookside (NT) (800; \$1.50-\$2)—
"Can-Can" (20th) (12th wk). Steady \$3.000. Last week, same.
Capri (Durwood) (1,260; \$1.50-\$2.50)—"Ben-Hur" (M-G) (32d wk).

Fairway (NT) (700; \$1)—"Carry On Nurse" (Gov) (9th wk). Okay \$2,000. Last week, same.

Kimo (Dickinson) (504; 90-\$1.25)

"Cranes Are Flying" (WB). Medium \$2,000; may hold. Last week, "Expresso Bongo" (Cont) (3d wk),

\$1.500.

Midland (Loew) (3.300; 75-\$1)—

"Angel Wore Red" (M-G) and

"Cage of Evil" (UA). Fair \$7.500; holds. Last week, "Rosemary"

(Films Around World) and

"Trapped in Tangiers" (20th),

Missouri (RKO) (2.389; \$1-\$1.25)
—"Psycho" (Par) (5th wk). Fancy
\$10.000; may stay. Last week,
\$11,000.

7e' Lusty \$18,000 In oronto; 'College' Okay 8G, 'Murder' Loud 40G Toronto, Sept. 6. matinee on Labor. matinee on Labor. and the extra matinee on Labor. and the extra collection of the extra matinee on Labor. and the extra collection of the extra

right \$12,000. Lass from, riv, \$11,000. Rockhill (Little Art Theatres) (Continued on page 18)

# 28G, 3d; 'Love' 8G, 2d

All the first-run deluxers had a big Labor Day weekend, with grosses running highest in the two largest houses. The Stanley had the only new entry, "Ocean's 11," which is boffo, "Psycho" in third at Penn also is smash. "From the Terrace" in fourth at Fulton looms big. "Let's Make Love" shapes okay in second at Harris and "Ben-Hur" remains tremendous in 33d round at Warner.

Fulton (Shea) (1.365; \$1-\$1.50)— "From Terrace" (20th) (4th wk) Excellent \$7,000. Last week, \$8,000

Excellent \$7,000. Last week, \$8,000.

Harris (Associated) (2,100; \$1-\$1,50)—"Lef's Make Love" (2,100; \$1-\$1,50)—"Lef's Make Love" (2,00; \$1-\$1,50)—"Psycho" (Par) (3d wk). Smash \$28,000. Last week, \$28,000. Last week, \$28,000. Last week, \$28,000. Last week, \$29,500.

Squirrel Hill (SW) (334, \$1,25)—"Captain's Table" (20th) (2d wk). Stylish \$3,800. Last week, \$3,100. Stanley (SW) (3,700; \$1-\$1,50)—"Ocean's .11" (WB) Terrific \$30,000 and maybe more. Last week, \$15,000 and maybe more. \$15,000 and maybe more.

| Warner (SW) (1,513; \$1.50-\$2.75) | Warner (SW) (1,513; \$1.50-\$2.75) | "Ben-Hur" (M-G) (33d wk). | Great \$19,000. Last week; \$17,500;

## 'Psycho' Huge 17G, L'ville; 'World' &G

"Bsycho" at the Kentucky is the mighty pace-setter, this round. With six shows a day, and special midnight show Saturday, this one looks like a record-breaker. H.o.s at the other first-runs are doing nicely. "Ben-Hur" in 16th session at the Brown is tapering to an okay total. "Ocean's 11" at the Mary Anderson still is strong. "Lost World" at Rialto and "Elmer Gantry" at United Artists are liefty in second rounds.

Estimates for This Week
Brown (Fourth Avenue) (1,200;
\$1.25-\$2.50)—"Ben-Hur" (15th wk)
Oke \$5,500 after 14th weeks \$8,500
Kentucky (Switow) (900, 75\$1.25)—"Psycho" (Par), Teed off \$1.20)— "Fsycho" (Par). Teed on to mighty \$17,000 or mear, and pos-sible new house record. Last week "Bellboy" (Par) (2d wk), \$6,000. Mary Anderson (People's) (900; 75-\$1)—"Ocean's 11" (WB) (5th

(3-\$1)— Oceans 11 (WB) (3th Wk). Strong \$5,500, topping fourth week's \$5,000. **Rialto** (Fourth Avenue) (3,000; 75-\$1)—"Lost World" (20th). (2d

wk). Virile \$8,000 after first week's

wk). Virile \$8,000 after first week's \$12,000.
United Artists (UA) (3,000; 75-\$1,25)—"Elmer Gautry" (UA) (2d wk). Robust \$8,500. Opening week was \$14,000.

## 'Cannibals' Good \$13,000, D.C.; 'Love' Loud 20G, 'Naples' Fat 11G, 2d Wks.

Washington, Sept. 6.
Mainstem is bearing up in fine-fettle during the current holiday round despite dearth of new entries. Only initialer, "All the Fine Young Cannibals," at the Palace looks good.

Joung Cannions, at the Palace looks good.

Several recent entries are figured for hot holdover laps. Silt topping the city is "Let's Make Love" at Capitol which looms a sock in second stanza. "Psycho" is sock in second stanza. "FSYCHO" is gaining new legs with a great take in sixth session at the Towne. "Elmer Gantry" and "It Started in Naples" are also rated hotsy, for-mer in third round and "Naples"

Naples" are also rated hotsy, former in third round and "Naples" in second.

Estimates for This Week

Ambassador - Metropolitan (SW)
(1,490; 1,000; 90-\$1.49)—"Ocean's
11" (WB) '4th wk). Hefty \$13,500.

Apex (K-B) (490; 60-\$1)—"Tiger
Bay" 'Cont) and "Night My Number Came Up" (Cont) (reissues).
Okay \$4,000. Last week, "Operation Amsterdam" (WB) (3d wk), \$3,900.

Capitol (Loew) (3,426: \$1-\$1.49)

"Let's Make Love" '20th '2d wk).
\$3,900.

Capitol (Loew) (3,426: \$1-\$1.49)

"Can-Can" (20th) (15th wk). Nice
\$6,500. Last week, \$5,300.

Warner (SW) (1,300; \$1-9-\$2.75)

"Ban-Hur" (M-G) (25th wk). Boff
\$18,000. Last week, "same.

-"Elmer Gantry" (UA) (3d wk). Solid \$14,000. Last week, \$16,000. MacArthur (K-B) (900; \$1.10)—"I'm All Right, Jack" (BL) (8th wk). Nice \$4,800. Last week, same. Ontario (K-B) (1,240; \$0,91,49)—"It Started in Naples" (Par) (2d wk). Tall \$11,000 after \$14,700 opener. Palace (Loew) (2,390; \$0-\$1.25)—"All Fine Young Cannibals" (M-G). Good \$13,000. Last week, "From Terrace" (20th) (5th wk), \$12,500. Playhouse (T-L) (458; \$1.80)—

Playhouse (T-L) (458; \$1-\$1.80)—
"Come Dance With Me" (Union)
(4th wk), Fair \$2,900. Last week,
\$3,200.

## Ocean' Whopping \$30,000, Mpls. Okay; Terrace' Socko \$12,000, Pitt; 'Psycho' Powerful 'Usher' Hot 14G, 'College' Good 5G

#### **Broadway Grosses**

Estimated Total Gross
This Week \$669,900
(Based on 27 theatres)
Last Year \$538,500
(Based on 19 theatres)

## 'Naples' Hep 11G, **Hub: 'Love' NG 8G**

Boston, Sept. 6.

Despite long weekends exodus from Hub and plethora of holdovers, deluxers are holding up surprisingly well currently. Coolish weather helped as did three new entries. "Hiroshima Mon Amour' at New Fenway is heading for house record. "All Fine Young Cannibals" is only okay at Orpheum. Bardot's "Come Dance With Me" is torrid at the Beacon Hill. "Started in Naples" shapes socks in second round at Gary. "Strangers When We Meet' looms sockeroo in third at Astor "School for Scoundrels" is slick at Exeter in third. "Ocean's 11" continues y big at Memorial Infourth, "From Terrace" shapes nice in eighth at the Capri. "Psycho" is still wow in 11th at the Paramount. "Carry On Nurse" is holding bright in 15th week at Kenmore.

Renmore.

Estimates for This Week
Astor (B&Q) (1.270: \$1.75)—
"Strangers When We Meet" (Col)
(3d wk). Nice \$11,000. Last week,
\$13,000.

\$13,000.

Beacon Hill (Sack) (678; \$1.50)—
"Come Dance With Me" (Union).
Big \$9,000. Last week, "Members Only" (Indie) and "Mating Time" (Indie) (5th wk). \$5,000.

Boston (Cinerama, Inc.) (1.354; \$1.20-\$2.65)— This is Cinerama' (Cinerama) (20th wk). The 19th week ended last Monday was oke \$7,000. Last week, same.
Capri (Sack) (900. \$1.550)

strong with the 19 control with the 19 control

(Continued on page 18)

#### LOVE' LOFTY \$18,000, ST. L.: 'PSYCHO' 24G, 2D

St. Louis, Sept. 6.

Biggest thing in town currently
is "Let's Make Love," with a
smash session at Ambassador for
first week. Looks certain to hold.
Remainder of city's houses are on holdover or longrun. "Ocean's 11" looms wow in fifth stanza at Esquire while "Hell To Eternity" shapes big in second round at the

Fox.

"Psycho" is heading for another smash total at the St. Louis.
"Strangers When We Meet" looks socko in third at State. "School For Scoundrels" is big on opener at Apollo Art.

Estimates for This Week
Ambassador (Arthur) (2.970; 6090)—"Let's Make Love" (20th).
Great \$18.000. Last week, "From Terrace" (20th) (6th wk). \$10,000.

Apollo Art (Grace) "700" 90\$1.25) — "School for Scoundrels" (Cont). Big \$3,300. Last week, "Dreams" (Indie) (3d wk), \$1,000.

Esquire (Schuchart Levin) (1,800; 90-\$1.25) — "Ocean's: 11" (WB) (5th wk). Wow \$12,500. Last week, \$12,000.

Fox (Arthur) (5,000; 60-90)—"Hell to Eternity" (AA) and "Raymie" (AA) (2d wk), Big \$14,000.

Last week, \$12,000.

Loew's Mid-City (Loew) (1,160; 150-\$2.50) — "Ben-Hur" (M-G) (15th wk). Great \$13,200. Last week, \$13,000.

State (Loew) (3.600; 60-90)—

State (Loew) (3.600; 60-90)—

State (Loew) (3.600; 60-90)— "Psycho" is heading for another

\$1.30-\$2.50! "Ben-Hur" (M-G):
(15th wk). Great \$13,200. Last
week, \$13,000:
\$1ate (Loew) (3.600: 60-90) |
"Strangers When We Meet" (Col):
(3d wk). Sock \$13,000. Last week,
\$15,000.

\$15,000.

Pageant (Arthur) (1,000; 60-90)—
From Terrace" (20th) (m.o.): Big \$1,25)—"Started in Naples" (Par) \$5,000. Last week. "Can-Can" (2d wk): Fancy \$5,000 after \$6,000 (20th) (5th wk). \$4,000.

St. Louis (Arthur) (3,800; 60-90)—"Psycho" (2d wk): Smash \$24.000. Last week, \$23,000.

Shady Oak (Arthur) (760; 6090)—"Carry on Nurse" (Gov) (15th wk). Hep \$1,200. Last week, \$1,50)—"Come Dance With Me" (\$3,000 in second.

Five West: (Schwaber) (460; 90\$1,500—"Carry on Nurse" (Gov) (15th wk). Hep \$1,200. Last week, \$1,50)—"Subterraneans" M-G), (Continued on page 18)

Minneapolis, Sept. 8.
Labor Day holiday had show-houses competing with the State Fair, always tough opposition, and lake resorts which drew plenty because of summer's worst torrid spell. However, biz has been agood that holdovers are sble to continue to hang as only two newcomers came in. Both fresh entries, "House of Usher" and "College Confidential," got off to brisk starts.

"College Confidential," got off to brisk starts.

It's the 28th and second weeks, respectively, for the hard-ticket Ben-Hur" and "This is Cinerama," latter on return date. "The Apartment" and "Pollyanna" are in their ninth stanzas. For blockbuster "Oceans" It, "Portrait in Black" and "Sons and Lovers," it's the third week and for "From the Ter race" the second. Estimates for This Week

Academy (Mann) 947; \$1:75-\$2:65) — "Ben-Hur" M-G) 28th wk). Still big \$13,000. Last week,

wk). Still big \$13,000.

\$14,000.
Century (Cinerama, Inc.) 1,150;
\$1.75-\$2.65)—"This Is Cinerama"
(Cinerama) (reissue) (2d wk),
Smash \$17,500. Last week, \$24,000.
Gopher (Berger) (1,000; \$1)—
"College Confidential" (U). Sex
angles emphasized in selling. Good
\$5,000. Last week, "One Foot in

angles emphasized in selling. Good \$5,000. Last week, "One Foot in Hell" (20th), \$3.500.
Lyric (Par) (1,000; \$1-\$1.25)—"Portrait in Black" (U) '3d wk), Hefty \$6,000. Last week, \$6,200.
RKO Orpheum (RKO) (2,800; \$1-\$1.50)—"Oceans 11" (WB) '3d wk), Smash \$14,000. Last week, \$18.000.

NR. Smash \$15,000. Last Week, \$18,000, RKO Pan (RKO) 1,800; \$1-\$1.25, "House of Usher" (AI). Coming through neatly at advanced admission. Boff \$13,000 or near. Last week, "Lost World" (20th) (3d wk), \$4,500.

\$4,500.

St. Louis Park (Field) 11,000; \$1-\$1,25)—"Pollyanna" (BV) 19th wk).

Varies little from week to week.

Big \$6,000. Last week, \$5,000.

Varies little from week to week 10, 181251—1816 (Par) (2,200; \$1-\$1.25)—1810 (Par) (2,200; \$1-\$1.25)—1810 (Par) (2,001) or close. Last week, \$15,000. Suburban World (Mann) (800; \$1.25)—1800 (Mann) (800; \$1.25)—1800 (Mann) (800; \$1.25)—1800 (Mann) (800; \$1.25)—1800 (Mann) (1000; \$1.25)—1800 (Mann) (Mannn) (Mannn) (Mann) (Mannn) (Mannn) (Mannn) (Mannn) (Mannn) (Mannn) (Mannn) (Ma

#### Balto Off; 'Love' \$8,000; 'Ocean' Fair 7G in 3d, 'Strangers' Good 8G, 2d

traffic. "Let's Make Love" (below expectations at the

below expectations at the New.
"Pay or Die" is dying in first at
Century and "Subterraneans" is
fair in first at the Five West.
Holdovers did nicely under circumstances. "Ben-Hur" is holding
strongly in 23d frame at the Tow
"It Started in Naples" is fancy in
second at the Charles. "Psycho"
looms good in seventh week at the
Aurora. "Strangers When We
Meet" is okay in second at the
Hipp. "Ocean's 11" looks fair in
third at the Stanton. "Come Dance
With Me" is warm in third at the
Cinema.

Estimates for This Week
Aurora (Rappaport) 367; 50-

Aurora (Rappaport) 367; 50-\$1:50)—"Psycho" (Par) 7th wk). Good \$7,000 after \$8,000 in sixth

frame.
Century (Frucht ) (3,200; 50\$1,25)—"Pay or Die" (AA). Thi
\$4,000. Last week, "Time Machine"
(M-G). \$5.500.
Charles (Fruchtman) (500; 50\$1,25)—"Started in Naples" (Par)
(2d wk). Fancy. \$5.000 after \$6,000 record, one per

## Chi Stout; 'September' Trim \$29,000, 'Strangers' Snappy 22G, 2d; 'Gantry' Great 24G, 3; 'Ocean' Boff 35G, 4th

Chicago, Sept. 6.
Holiday exodus isn't helping first-runs this term, but the mararst-runs this term, but the mar-quees are potent enough to merit nice returns collectively anyway. Top newcomer is Oriental's "Sep-tember Storm," with player per-sonals at kickoff boosting to trim

First holdover lap of "Strangers When We Meet" is rated snappy at the United Artists. "Elmer Gantry" looks lofty in third Woods round while "Ocean's 11" continues to pace holdovers with potent fourth Chicago stanza.

Roosevelt's "All the Young Men" is bringing fancy third frame coin. "Sons and Lovers" continues mod-est at the Cinestage in fourth.

est at the Cinestage in fourth,
"Jungle Cat" is great in third
Loop session. "39 Steps" should
tally a fine second Surf week.
"Started in Naples" looks rousing
in Esquire fifth, with "Pollyanna"
rated husky in ditto State-Lake
frame. World's "Riciu" looks good
in fourth stanza.

on the hard-ticket scene, "Can-Can" shapes good in 20th Palace canto while "Ben-Hur" continues torrid with a mighty 37th round registered at the Todd.

#### Estimates for This Week

Carnegie (Telem't) (495; \$1.50)— Street of Shame" (Indie). Hep \$4.500. Last week. (FAW) (4th wk), \$3,200. "Cousins

Chicago (B&K) (3,900; 90-\$1.80)
"Ocean's 11" (WB) (4th wk). Pont \$35,000. Last week, 41,000. tent \$35,000.

Cinestage (Todd) (1,039; 90-\$1.80)
-"Sons and Lovers" (20th) (4th 'Sons and Lovers' (20th) (4th). NSH \$6.000. Last week

\$7,000.

Esquire (H&E Balaban) (1,350; \$1,25-\$1.80)—"Started in Naples" (Par) (5th wk). Nice \$11,000 or close. Last week, \$13,000.

(Par) . (5th. wk). Nice. \$11,000 or close. Last week, \$13,000.

Loop (Telem't) . (606; 90-\$1.80)—
"Jumsle Cat" . (80) . (10,00) . (30) . (10,00) . (30) . (10,00) . (30) . (10,00) . (30) . (10,00) . (30) . (10,00) . (30) . (10,00) . (30) . (10,00) . (30) . (10,00) .

United Artists (B&K) (1,700; 90-\$1.80) — "Strangers When We Meet," \$29.000. Woods (Essaness) (1,200; 90-

\$1.80)—"Elmer

\$28,000.

World (Teitel) (606; 90-\$1.50)

"Ikiru" (Indie) (4th wk) Brisk
\$3,800. Last week, \$4,000.

#### Love' Luscious \$14,000, Prov.; 'Machine' 7G, 2d

"Let's Make Love" is giving Ma-jestic a hefty lead over opposish which is generally mild. Elmwood is still holding its own with "Benwhich is generally mild. Elimwood is still holding its own with "Ben-Hur." Loew's State is just marking time with "Time Machine." as is Strand, with second frame of "Strangers. When We Meet." RKO Albee's five-day shot with "Snow Queen" reissue. Is a dud.

Estimates for This Week
Albee (RKO. (2,200: 65-90)—
"Snow Queen" (II) (reissue) and "Chartroos Caboose" (II). Poor \$3,000 in five day. Last week, "From Terrace" (20th). (3d wk). Meek \$4,500.

Elimwood (Snyder) (724; \$1.50-\$2.50)—"Ben-Hur." (M-G. (11th wk). Nice \$9,000. Last week, okay \$8,000.

\$8,000. Majestic (SW1 (2,200: 75-\$1)— (Continued on page 18)

#### Estimates Are Net

Film gross estimates as re-ported herewith from the vari-ous key cities, are net; i.e., without usual tax. Distrib-utors share on net take, when playing percentage, hence the estimated figures are net in-

The parenthetic admission prices, however, as indicated, include U. S. amusement tax.

## Omaha Biz Offish; 'Strangers' 81/2G

Omaha, Sept. 6.
Opening of school is offsetting
the long holiday veekend so that
bir at downtown first-runs is offish
this week. However, "Strangers this week. However, "Strangers When We Met" opened nicely at the Orpheum. Second week of "Time Machine" is good at the State while third stanza of "Ocean's 11" is fairly okay at the Omaha. Hard-ticket "Ben-Hur" stays hefty in Round No. 29 at the Cooper. When We Met"

#### Estimates for This Week

Cooper (Cooper) (693; \$1.55-\$2.20) — "Ben-Hur" (M-G) (29th wk). Lusty \$7,000. Last week; \$7,-200.

Omaha (Tristates) (2,066; \$1-\$1.25)—"Ocean's 11' (WB) (3d wk). Okay \$5,500. Last week; \$8,500.

Orpheum (Tristates) (2,877; \$1-\$1.25) — "Strangers When We Meet" (Col). Looms fine \$8,500 or better. Last week, "Portrait in Black" (U), \$7,500 at 75-\$1 scale.

State (Cooper) (743; \$1)—"Time Machine" (M-G) (2d wkl. Good \$4, 000 or near. Last week, \$7,400.

#### Usher' Rousing \$12,000, Cincy; Psycho' Mighty 13G. 6th: 'Ocean's' 14G

Cincy first-runs are racking up wholesome grosses in offsetting bolstered fadeout of summer opposition from parks; pools, picnics, baseball and horse racing. Second week bulwarks topped by "Ocean's 11." shaping fine at the flagship Albee, include "Bellboy," looking swell at the Palace; "House of Usher" shaping great at Twin Drive-In, and "Elmer Gantry," rating oke at Keith's.
"Psycho" remains smash in sixth

"Psycho" remains smash in sixth round at the Grand. "Ben-Hur" in 25th week and "Can-Can" in 11th 5th week and "Can-

#### Estimates for This Week

Albee (RKO) (3,100; 90-\$1.50)— "Ocean's 11" (WB) (2d wk). Big \$14,000 after \$17,500 preem.

Capitol (SW-Cinerama) (1,400; (\$1.25-\$2.75) — "Ben-Hur" (M-G) (25th wk). Sturdy \$15,500. Last week, ditto.

25th wk). Sturdy \$15,500. Last week, ditto.
Esquire Art (Shor) (500; \$1)—
"Carry on Nurse" (Gov) (4th wk). Strong \$2,000: Last week, \$3,000. Grand (RKO) (1,400; \$1-\$1.50)—
"Psycho" (Par) (6th wk). Great, \$13,000. Last week, \$14,000. Guild (Vance) (300; \$1)—"The Swan" (M-G). Mild \$1,500. Last week, "Come Dance With Me" (10n) (2d wk). \$2,000 in 9 days.
Hyde Park Art (Shor) (500; \$1)—"Your Past Is Showing" (Indle) (2d wk). Great, \$2,500. First was \$2,800. tors here for several years. Keith's (Shor) (1,500; 90-\$1.25)—
"Elmer Gantry" (UA) (2d wk). Okay \$6,500. Last week, \$8,000.
Palace (RKO) (2,600; \$1-\$1.25.
"Bellboy" (Par) (2d wk). Swell \$11,500. Opened to \$14,000.
Twin Drive-In (Shor) (1,200 cars each side; 900)—West side: "House for Ilsher" (Indie) and "12 Hours for Ilsher" (Indie) and Ilsher (Ind

## Denver; Young Men' 10G

Denver, Sept. 6.

Two new entries plus a full slate of topnotch holdovers will equal another fine week of trade at firstruns currently. "Let's Make Love" shapes very big at the Centre while the other newle, "All the Young Men," looms ofay at the Denver. Both "Psycho," in third at Orpheum, and "Ocean's 11," in fourth at Paramount. continue great.

Both "Psycho," in third at Orpheum, and "Ocean's 11." in fourth at Paramount, continue great. "Ben-Hur" still is sturdy in 21st stanza at Denham.

Estimates for This Week Aladdin (Fox) (900; \$1.50-\$2.50) — "Can-Can" (20th) (21st wk). Oke \$4.000. Last week, \$4.000. Last week, \$4.000. Last week, "From Terrace" (20th). 3dd wk), \$10.000. Denham (Indie) (800); \$1.25-\$2.50) — "Ben-Hur" (M-G) (21st wk). Sturdy \$14.000. Last week, \$4.4500. Denhem (Fox) (2,432; \$1-\$1.25)—"All Young Men" (Col) and "Enemy General" (Col). Okay \$10.000. Last week, "Murder, Inc." (20th) and "I Was A Male War Bride" (20th) (reissue), \$9,900. Esquire (Fox) (600; \$1)—"Carry On Nurse" (Gov) (16th wk). Fine \$4.000. Last week, \$3.500. Orpheum (RKO) (2,690; \$1.25-\$1.45) — "Psycho" (Par) (3d wk). Powerful \$17,000. Last week, \$21,000. Last week, \$21,000.

Paramount (Indie) (2,100; 90 \$1.25)—"Oceans 11" (WB) (4th wk) Great \$13,000 or over. Last week

Towne (Indie) (600; \$1-\$1.45)— "Strangers When We Meet" (Col) (4th wk). Good \$3,000. Last week, \$4,000.

## 'Naples' Boff 17G, Philly; 'Hell' 16G

Cool, threatening weather proved a bonanza for holiday weekend cinema biz here. There are few newcomers, bulk of strength comnewcomers, but of strength com-ing from longruns and holdovers. However, "It Started in Naples" shapes smash in opener at Gold-man "Hell to Eternity," which was

man, "Hell to Eternity," which was terrific on opener at the Fox, still is big in second.
"Psycho" still is great in 11th session at Arcadia. Despite competition from suburban first-runs and New Jersey drive-ins and hardtop, the film has set a new earned rental record for this 536-seater. At end of the 11th stanza, Arcadia will have turned over to Paramount \$120,000, which tops the previous high rental at this theatre.

the previous night rental at this theatre.

Due to complicated clearance setup in the Delaware Valley area, Arcadia finds itself in competition with a score of other houses. Despite this, owner Mert Shapiro plans to hold the Hitchcock opus

plans to note the interfects open four or five more weeks.

Estimates for This Week

Arcadia (S&S) (536; 99-\$1.80)—
"Psycho" (Par) ((11th wk). Great

Areans (SSS) (568) (568) (99.1.80)"
Psycho" (Par) ((11th wk). Great \$11,000. Last week, ditto.
Boyd (SW) (1,502; \$1.40-\$2.75)—
"Ben-Hur" (M-G) (41st wk). Smash \$23,500. Lest week, \$23,000.
Fox (Milgram) (2,000; 99-\$1.80)—
"Hell to Eternity" (AA) (2d wk).
Big \$16,000. Last week, \$25,000.
Goldman (Goldman (1,200; 99-\$1.80)—
"Started in Naples" (Par).
Smash \$17,000. Last week, "Portrait in Black" (U) (2d wk). \$9,000.
Midtown (Goldman) (1,000; \$2-\$2.75)—"Can-Can" (20th) (19th wk).
Stylish \$9,000. Last week, \$8,500.

Randolph (Goldman) (2,500; 94-\$1.80)—"From Terrace" (20th) (4th wk).
Trim: \$9,500. Last week, \$10,000.

## Love' Sockeroo \$12,000, Holiday Hypos N.Y.; 'Naples' Mighty \$67,000; 'Song'-Stage Great 170G, 4, 'Men' Boff 35G, 'Ocean' Smash \$55,000

With a damp, cool Sunday (4) \$170,000 after \$175,000, not quite and threat of rain Labor Day (Mon.). Broadway first-run business currently is heading for a socko session. Showing is being made despite only one important newcomer to help the over-all total. Some exhibitors rated the long believe rapes one of the best in the long of the best in the long to the service of the long the long to the long holiday stanza one of the best in recent Labor Day weekends. holiday stanza one of the best in recent Labor Day weekends. Despite the Pennsylvania railroad strike, the usual influx of visitors seemed up to par, with busses and autos bringing in thousands.

autos bringing in thousands.

"It Started in Naples" is soaring
to a wow \$45,000 or close in first
stanza at the Victoria, remarkably
fine for this comparatively smallseater house. It is heading for a
new record of \$22,000 at the arty
Murray Hill, where day-dating.

Biggest coin total is being amassed by "Song Without End" plus stageshow, with a great \$170,-000 probable for the current (4th) week at the Music Hall. Biggest straightfilmer, outside hard-ticketers, is "Ocean's 11," which looms smash \$55,000 for fourth session at the Capitol.

"All the Young Men" is heading for a great \$35,000 in record round at the Forum. "The Apartment" is pushing to a boff \$27,000 or close in 12th frame at the Astor. sock \$15,000 in same week at the

Plaza.
"Psycho" also is climbing and likely will land a big \$26,000 in its 12th session, day-dating the De-Mille and arty Baronet. "Portrait in Black" is edging up to solid \$24,000 or close in sixth Palace frame.

frame.

"From the Terrace" Is heading for a nice \$26,000 in eighth (6 days), and final week at Paramount.
"Let's Make Love" replaces to morrow, day-dating with Trans-"Let's Make Love" replaces to-morrow, day-dating with Trans-Lux 52d Street. "Time Machine" looks fast \$23,000 in third Warner round.

"Strangers When We Meet" is climbing to a lusty \$20,000 in 10th session at the Criterion. "End of Innocence." was very good \$9,500 on opener at the arty Paris.

on opener at the arty Paris.
"Ben-Hur" looks to soar to a
mighty \$57,600 in present (42d)
round at the State, aided by the
holiday weekend crowds. "CanCan" is in a similar category, with
a big \$28,500 likely for 26th session at the Rivoll, ahead of 25th

#### Estimates for This Week

Astor (City Inv) (1,094; 75;\$2.50)
—"Apartment" (UA) (13th wk).
The 12th round ended last night (Tues.) was big \$27.000 or close after \$21,000 for 11th.
Capitol (Loew) (4.820; \$1-\$2.50)
—"Ocean's 11" (WB) (5th wk).
Fourth week ended last night (Tues.) was great \$55,000 after \$60,000 for third. Makes it the biggest pic here under current policy and present decreased seating capacity. capacity. Criterion (Moss) (1,671; 90-\$2.40)

Criterion (Moss) (1,671; 90-\$2.40)
—"Strangers When We Meet"
(Col) (1th wk). The 10th session
ended last night (Tues.) was lusty
\$20,000 or near after \$17,000 for
ninth week.

DeMille (Reade) (1,658; 90-\$2)
—"Psycho" (Par) (12th wk). This
frame ending today (Wed) is likely
to push to big \$16,000 after \$14,000
for 11th week. "Spartacus" (U)
opens Oct. 6.

Palace (RKO) (1,642: 90-\$2.50)
—"Portrait in Black" (U) (7th wk).

Palace (RKO) (1.642: 90-\$2.50)—
"Portrait in Black" (U) (7th wk).
Sixth. round completed last night
(Tues.) was big \$22,000 or near after \$22.000 for fifth week. "Sunrise at Campobello" (WB) is due in
Seot. 26 on hardticket basis.

Forum (Moss) (813: 90-\$2)—"All
the Young Men" (Col) (2d wk).
First. fioldover stanza finishing tomorrow (Thurs.) looks to hit great
\$35,000 after \$40,800, new record
for opener. Stays.
Paramount (AB-PT) (3.665; \$1-\$2)
—"From Terrace" (20th) (8th-final

Paramount (AB-PT) (3.665; \$1-\$2)
—"From Terrace". (20th) (8th-final
wk). Current week ending today
(Wed.) is heading for nice \$26.000
in 6 days after \$23,000 for seventh
week, over hopes. "Let's Make
Love". (20th) opens tomorrow
(Thurs.), day-dating with TransLux 52d Street.
Radio City Music Hall (Rockefellers) (6,200; 90-\$2.75).— "Song
Without End" (Col) with stageshow
(4th wk). Current stanza winding
today (Wed.) looks to hit sock wk). Current week ending today (Wed.) is heading for nice \$26,000 in 6 days after \$23,000 for seventh week, over hopes. "Let's Make Love" (20th' opens tomorrow (Thurs.), day-dating with Trans-Lux 52d Street.

Radio City Music Hall (Rockefellers) (6,200; 90-\$2.73) — "Song Without End" (Col) with stageshow (4th wk). Current stanza winding today (Wed.) looks to hit sock; \$28,500.

Goes a fifth and likely longer.

Rivoli (UAT) (1.545; \$1.50-\$3.50)

—"Can-Can":(20th) (27th wk). The
26th week ended last night (Tuex.).
climbed to big \$25,500 after \$26,000
for 25th round. "The Alamo"
(UA) is due in on two-a-day starting Oct. 26.

Ing Oct. 26.

State (Loew) (1,900; \$1.50-\$3.50)

—"Ben-Hur" (M-G) (42d wk). Th's
session winding today (Wed.) is
heading for a wham \$57,600 after
\$55,000 for 41st week. Stays on, naturally.

victoria (City Inv.) (1,003; 50-\$2) "It Started in Naples" (Par). victoria (City Inv.) (1,003; 30-\$2; "It Started in Naples" (Par). Inifial round ending tomorrow (Thurs.) looks to reach mighty \$45,000. Holds, natch! In ahead, "Sons and Lovers" (20th) (4th wk- 10 days), only \$14,000.

10 days), only \$14,000.

Warner (SW) (1.416; 90-\$2) —
"Time Machine" (M-G) (4th wk).
Third stanza ended ye ster day
(Tues) was big \$23,000 or close
after \$22,000 for second.

FIRST-RUN ARTIES
Baronet (Reade) (430; \$1.25-\$2)—
"Psycho" \Par (12th wk). This
frame winding up today (Wed) is
heading for robust \$10,000 after
\$8,400 for 11th week. Stays on,
not being hutr now by day-daing
with countless nabes. Holds for
13th week.

Fine Arts (Davis) (468; 90-\$1.80)

Fine Arts (Davis) (468; 90-\$1.80) -"Hiroshima Mon Amour" (Zenith) (17th wk). The 16th round finished Sunday (4) was big \$10,-000 after \$9,500 for 15th week.

Beekman (R&B) (390; \$1.20.\$1.75)

—"Sons and Lovers" (20th) (6th
wk). Fifth session completed Monday (5) was socko \$10.500 after
\$9,000 for fourth.

Fifth Ave. Cinema (R&B) (250; \$1.25-\$1.80) — "Green Carnation" (Indie) (m.o., 'Cd wk). First week for this pic, formerly known as "Trials of Oscar Wilde," ended Sunday (4) was good \$4,000.

Normandie (T-L) (592; \$1.25-\$1.80)—"Jungle Cat" (BV) (4th wk). Third round ended yesterday (Tues.) was big \$11,000 after \$13,000 for second.

Little Carnegie (L. Carnegie) (520; \$1.25-\$2)—"Man in Cocked Hat" (Show) (13th wk). The 12th stanza ended Monday (5) was big \$6,200 after \$6,000 for 11th week.

Guild (Guild) (450; \$1.\$1.75)—"Tm All Right, Jack" (Col) (20th wk). The 19th session finished Sunday (4) was smash \$12,000 after \$10,000 for 18th week. Fifth Ave. Cinema (R&B) (250; \$1.25-\$1.80) — "Green Carnation"

Wal. The 15th Season \$12,000 after \$10,000 for 18th week.

Murray Hill (R&B) (565; 95-\$1.80)

(Continued on page 18)

#### 'Psycho' Wow \$30,000, Seattle; 'Love' 10G Seattle, Sept. 6. biz continues here with

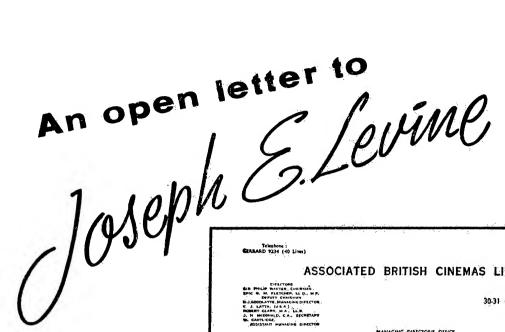
Seattle, Sept. 6.

Lusty biz continues here with cooler weather and the Labor Day holiday. But there are some soft spots. "Let's Make Love" is obviously not up to hopes at Fifth Avenue. But "Psycho" is mighty in second round at Paramount. "Ocean's 11" shapes big in third stanza at Music Hall.

Estimates for This Week
Blue Mouse (Hamrick) (739; \$1-\$1.50) — "Ben-Hur" (M-G). (31st wk). Solid \$13,000. Last week, \$11,800.

wk). Solid \$13,000. Last week, \$11,800. Coliseum (Fox-Evergreen) (1,870; \$1.\$1,50)—"All Young Men" (Col) and "Enemy General" (Col). Hep \$8,000. Last week. "Started in Naples" (Par) and "Wake of Stranger" (Par), \$7,500. Fifth Avenue (Fox-Evergreen) (2,500; \$1.\$1,50) — "Let's Make Love" (20th) and "Young Jesse James" (20th). NSH at \$10,000 or near. Last week, "Strangers When

James" (201h). NSH at \$1,0,000 or near. Last week, "Strangers When We Meet" (Col). and "Three Mur-deresses" (20th) (2d wk). \$6,200. Music Box (Hamrick) (850; \$1-\$1.50—"Elmer Gantry" (UA) (7th wk). Okay \$5,000. Last week, \$4,600 \$4.600.



BRITCIN, PICCY, LONDON

#### ASSOCIATED BRITISH CINEMAS LIMITED

30-31 GOLDEN SQUARE,

LONDON, W.I

MANAGING DIRECTOR'S OFFICE

4th August, 1960.

Mr. Joseph E. Levine, Embassy Pictures Corporation, Time and Life Building, Rockefeller Center, New York 20, New York.

Dear Joe,

AEC is taking the very exceptional course of publishing an open letter in celebration of a very newsworthy occasion.

"HERCULES UNCHAINED" is registering fabulous business at every ABC pre-release theatre where it is playing. In sunshine and in rain the story is the same; packed houses, in rain the story is the same; packed houses, huge queues, and smashed box-office records.

If ever a producer deserved such a triumph, it is you. Your masterly and courageous showmenship has been an example to the entire motion picture industry - and a shot in the arm

In wishing you all good luck and success in the future, I sincerely hope that my Company will be privileged to enjoy a continuance of our association.

Congratulations on a wonderful job of presentation.

Yours sincerely,

D.J. GOODLATTE

## War Films Most Popular With Yank **Troops in Europe; Westerns Rate 2d**

Although it's a general miscon-ception that soldiers don't like to see war films, the most popular kind of films on the military theakind of films on the military thea-tre circuit overseas were war pro-ductions last year, followed by westerns as the favorites for GIs in Europe. The Headquarters of the Army and Air Force Motion Pic-ture Service in Europe revealed that American servicemen and their families overseas bought more tickets (254,000 to see War-ners' 'Rio Bravo' than any other film playing the GI houses last year.

"Ben-Hur" has its first showing westerns as the favorites for Gls in Europe. The Headquarters of the Army and Air Force Motion Picture Service in Europe revealed that American servicemen and their families overseas bough more tickets (254,000) to see Warners' (Rio Bravo' than any sulfer film playing the GI, houses last year.

The following films, in order of attendance, also sold more than 20,000 tickets each: 'Cat on a Hot Tin Roof' (Al-G); third was 'Viknings' (UA); fourth. 'Ten Commandments' (Par); filth, "Around World in 80 Days' (UA); sixth. "Inspector General" (U), and seventh "Naked and Dead" (RKO). United Artists' 'Big Country' was eighth and "Pork Chop Hill" (UA), was 10th. Tying for the 11th and 12th spots were Paramount films starring Jerry Lewis to each of which 205,000 ducats were sold. "Rockaby Baby" and 'Geisha Boy," A couple of sleepers that the military hadn't anticipated as big draws did exceptional business. both "Imitation of Life" (U) and God's Little Acr' " (UA) pulling in 190,000 patrons.

Because of the shortage of new films, the illitary circuit sed quite a few re-runs to fill the time. And, according to an official of the Army and Air Force Service in Europe. Some of these re-runs did just as well the second time around as the first time. He cited Universal's "World in His Arms" and "Bend, of the River." Columbia's "Born Vesterday" as doing standout business on terun.

Mex Film Union Chief

Mex Film Union Chief

Mex Film Union Chief

Mex Film Union Chief

The Holoward Air Force Service in Leady being referred to as the equivalent of the Italo-made Metro as the first time. He cited Universal's "World in His Arms" and "Bend, of the River." Columbia's "Born Vesterday" as doing standout business on terun.

Mex Film Union Chief

Mex Film Union Chief

Mex Film Union Chief

#### Mex Film Union Chief Finds H'wood Receptive To More Prod. in Mexico

Mexico City, Aug. 30... Carlos Tinoco, general secretary of the Technicians and Manual Workers Section of the Union of Film Production Workers (STPC), atter a quickie visit to Hollywood last week, said he had found good

'Ben-Hur' Dublin Preem

in widescreen and color. It is alleady being referred to as the equivalent of the Italo-made Metro Ben-Hur." Not certain exactly whether it will be nade in France but there is room here despite burgeoning French and Common Mart production here. French would welcome it, especially the technician and acting syndicates. Robert Ardrey scripts this updated version of the Metro 1921 film. Originally adapted by June Mathis from the Blasco-Ibanez book, this is the vehicle which made a stan of Rudolph, Valentino and a noted director of Rex Ingram. New version will tone down the melodramatic, sentimental aspects of the story.

the story.

Glenn Ford essays the Valentino Glenn Ford essays the Valentino role of an Argentinian who comes to France and falls in love with a married woman and stays on during the war and Occupation. The woman and her husband Join the underground as does the lover, The symbolism of the "Four Horsemen" dashing across the sky will kept as poetic interpretations of war. Pic may be made entirely in Paris with French exteriors. Ava Gardner will probably play the woman, originally done by Alice Terry.

## ITALO-ANGLO PIC PACT

Workers Section of the Union of Film Production Workers STPCD tafter a quickle visit to Hollywood last week, said he had found good nesponse to his plan to build up Hollywood production in Mexico. The jon official had been planning the trip ever since the first of the year, but union difficulties interfered. As it is, the quick trip is but a preliminary to further falks with producers who come down in connection with the third celebration of the World Review of Film Festivals.

Main lure Tinoco offered is the elimination of middle men in arranging production details for American units. He said that the unions and the Film Bureau are ready to give full cooperation to Hollywood producers; and that contracting of personnel, technical and artistic, should be direct with the unions. This is the way things are handled for Mexican productions. Former experiences of Hollywood units south of the border have left a bad taste in collective mouths. Not only have they met up with an impasse in stubborn attitude of federal officials insisting on the elimination of the slightest slur on Mexica Mexicans from scripts, but often producers have been taken for well-greased sleigh ride by slick, smiting quick buck artists. Who promised to smooth the way for them. Only it has turned out not such a bargai ith production estimates invariably revised upwards after the intermediary had collected his fat fee and kickbacks from industries invariably revised upwards after the intermediary had collected his fat fee and kickbacks from industries invariably revised upwards after the intermediary had collected his fat fee and kickbacks from industries invariably revised upwards after the intermediary had collected his fat fee and kickbacks from industries invariably revised upwards after the intermediary had collected his fat fee and kickbacks from industries invariably revised upwards after the intermediary had collected his fat fee and kickbacks from industries invariably revised upwards after the intermediary had collected his fat fee and k ranging production details for American units. He said that the unions and the Film Bureau are ready to give full cooperation to Hollywood producers; and that contracting of personnel technical and artistic, should be direct with the unions. This is the way things are handled for Mexican productions. Former experiences of Hollywood units south of the border have left a bad taste in collective mouths. Not only have they met up with an impasse in stubborn attitude of federal officials insisting on the elimination of the slightest slur on Mexica. Mexicans from scripts, but often producers have been taken for well-greased sleigh ride by slick, smitting quick-buck artists. Who promised to smooth the way for them. Only it has turned out not such a bargai ith production estimates invariably revised upwards after the incirmediary had collected his fatter and kickbacks from industry sources.

To date around 90 foreign films have been shot i Mcxico, the bulk of them Hollywood pictures. This in the past two decades. But Tinoco hopes that the production tempo can build up to at least 10 to 12 pictures anually instead of the past few years.

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This in the past two decades is but the production tempo can build up to at least 10 to 12 pictures anually instead of which are the production tempo can build up to at least 10 to 12 pictures anually instead of which are the production tempo can build up to at least 10 to 12 pictures anually instead of which are the production tempo can build up to at least 10 to 12 pictures anually instead of which are the production tempo can build up to at least 10 to 12 pictures anually instead of which are the production tempo can build up to at least 10 to 12 pictures anually instead of which are the produ

#### Norman Rydge Plans to Streamline His Greater Union Theatres' Chain Sydney, Aug. 30.

Norman B. Rydge, chairman of the Greater Union Theatres' loop here, pointed out in his annual re-port to stockholders that GU would

Ben-Hur' Dublin Preem

London, Sept. 6.

"Ben-Hur' has its first showing in Ireland next Thursday (8) ith a gala preem at the Ambassador in Dublin. Its first showing outside It opened at Associated British's Bristol Road cinema at Birminghai. It was an "all seafs sold affair, attended by local big shots. The provincial presentation will be similar to London, nine shows a week, with all seafs bookable in advance, and special showings for students. On Sept. 19, "Ben-Hur" will open in Scotland, at the Regal in Glasgow.

\*Horsemen Prod.

Starts in Paris

Second unit work on Metro's ambifious new version of "The Four Horsemen and the Apocalypse" gave localities a treat when the Place De La Concorde was turned into a seene during the last World War.

Vincente Minnell will direct this big budget pic which will be made in the state of the Italo-made where "Ben-Hur." Not certain exactly whether it will be made in France but there is room here despite burgeoning French and Common Mart production here. French here is room here despite burgeoning French and Common Mart production here. French here is room here despite burgeoning French and Common Mart production here. French here are the fire of the Mark Production of the production of the production of frence in the last World War.

Wincente Minnell will direct this big budget pic which will be made in widescreen and color. It is already being referred to as the equivalent of the Italo-made Metro "Ben-Hur." Not certain exactly whether it will be made in France but there is room here despite burgeoning French and Common Mart production here. French

also operates a powerful name chain.

Greater Union, via J. Arthur Rank, decided some time ago to swing into tv set production with the Bush Simpson outit to compete with other local set manufacturers. However, the venture had not proved profitiable and a decision had been reached to discontinue production here of the B-S receivers.

GU product comes mainly from Columbia. Universal and J. Arthur Rank, although the loop has tieups with other majors covering certain situations.

#### Britain's First Ozoner Seen Nearer Actuality

London, Sept. 6.

Proposals for Britain's first drive-in are skedded to be dis-cussed next Monday (12) by the planning co..mittee of the Esher, Surrey, local authority. Scheme,

## **Only 14 Openings in First 2 Months** Of Paris Legit Season; 29 Last Yr.

#### 'Hur' Rides Hard in Japan Tokyo, Aug. 30.

"Ben-Hur" (M-G) continues to

# Zurich's Legit

Zurich's Legit

Topper Resigns

Surich, Aug. 30.

Oskar Waelterlin, top exec of the No. I Swiss legiter. Schauspiels haus Zurich, since 1938, will leave his post after the current (23d) satisfy the tears and presently vergee of the Zurich legiter. Waelterlin is credited with gaining top status for the Schauspielhaus during the last World War when it emerged the lone German-lingo stage in Europe after the closing of all German and Austrian theatres because of the lone German-lingo stage in Europe after the closing of all German and Austrian theatres because of the war. At that time, the Zurich house became a haven for some outstanding German-language thesps with war. At that time, the Zurich house became a haven for some outstanding. German-language thesps with had fled from Nazi persecutions. For his-last Zurich season, Waelterlin has lined up a fine program. Tree-off, will be Sept. 19 with a fine year of the control of the company of the preem of a new adaptation by Max Christian Felier of a 16th Century comedy. "Mandragola," by Max Christian Felier of a 16th Century comedy. "Mandragola," by Max Christian Felier of a 16th Century comedy. "Mandragola," by Max Christian Felier of a 16th Century comedy. "Mandragola," by Max Christian Felier of a 16th Century comedy. "Mandragola," by Max Christian Felier of a 16th Century comedy. "Mandragola," by Max Christian Felier of a 16th Century comedy. "Mandragola," by Max Christian Felier of a 16th Century comedy. "Mandragola," by Max Christian Felier of a 16th Century comedy. "Mandragola," by Max Christian Felier of a 16th Century comedy. "Mandragola," by Max Christian Felier of a 16th Century comedy. "Mandragola," by Max Christian Felier of a 16th Century comedy. "Mandragola," by Max Christian Felier of a 16th Century comedy. "Mandragola," by Max Christian Felier of a 16th Century comedy. "Mandragola," by Max Christian Felier of a 16th Century comedy. "Mandragola," by Max Christian Felier of a 16th Century comedy. "Mandragola," by Max Christian Felier of a 16th Century c

planning co.mittee of the Esher, Surrey, local authority. Scheme, being mulled by Associated British Cinemas Ltd., is that the ozoner be built at Sandown Park race course and be 1,000-car capacity.

So far the whole venture has reached the point of preliminary negotiations with the directors of the race course, who have given an approving nod. Nothing further can be done till planning approval is forthcoming.

ABC's plans in such circumstances are necessarily not hard, but the general idea is that the ozoner should be open all year round, but only at night so that the nags can run as now at Sandown.

Paris, Sept. 6.
The new legit season will have
14 openings this month and October as opposed to the 29 in the
same period last year. Last season
lad its hits but there were too

"Ben-Hur" (M-G) continues to ride hard and fast in Nippon.
Having broken b.o. records in Tokyo and Osaka, this blockbuster is getting big advance sales for Nagoya and Sapporo. Nagoya wickets opened Aug. 1. Three weeks later, 18,900 tickets has been sold for the film which bows in that city next month.

Zurich's Legit

"Ben-Hur" (M-G) continues to ride its bits but there were too many filoppos which were yanked anylogo and yanked to sale yas opposed to previous tactics of letting them run for a while, betten go over-tion or via word-to-mouth. Though theatre directors still have over 150 openings in more than 50 theatres, with many of the better known playwrights repped. Even if many theatres shutte.ed earlier last season for the summer

## Curt Jurgens Won't Make **Any More German Films**

For \$25,000 Top Salary
Munich, Aug. 30.
Curt Jurgens, German star who
rose to international fame after
the last World War through his
German films, swears that he'll
never make another German pic
never make another German pict
never that the German Producers

Selation is such circumstances are necessarily not had, with the patrons, working over two hours with songs, plus a spot of cooper should be open all year round, but only at night so that the nags can run as now at Sandown.

10-Nation, Four-Lingo Pic Launched

German Producer Using Many Nationalities In 'On Friday,' Thriller Without Love

German producer Using Many Nationalities In 'On Friday,' Thriller Without Love

Berli Aug. 30.

What German producer Dr. Alexander Grueter, of Corona Film calls a "10-nation film."

Film calls a "10-na

**ANNOUNCES** 

THE

TODD-AO

PRODUCTION OF

L BE AVAILABLE

FOR

SELECTED **ENGAGEMENTS** IN JUNE



FROM 20th -OF

ELIZABETH TAYLOR
AS CLEOPATRA

STEPHEN BOYD
AS MARK ANTONY

PETER FINCH AS JULIUS CAESAR

PRODUCED BY

DIRECTED BY

SCREENPLAY BY

WALTER WANGER · ROUBEN MAMOULIAN · LAWRENCE DURRELL



# NSS-COL TRAILER-BLAZING

## **Amusement Stock Quotations**

Week Ended Tues. (6)

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	960					C. mi.es	Net
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2234		Col Pix	154	2234	213	2238	+ 5%
3538		Decca	96	3258	3114	3112	-27
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13612	94	Eastman Kdk	156	12612	30 124 <sup>1</sup> 8 67	12438	— 1á
812	61/4	EMI	629	758	67	71	+ 1/2
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19	14	Loew's Thea		17	16 <sup>5</sup> 8	17 361/	+ 1/8
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12	1278	NAFI Corp Nat. Thea	380	3838 7	658	67	_ 1/4
8754	3912	Paramaunt	150	67.5%	62	63	+ 34
381/	2334	Paramount	210	2538	241/	94	56
	16314	Polaroid	+73	255	243	248	-418 58
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425a		Stanley War	. 51	251 á	941	9416	
30%	261/4	Storer.	8	30	29	2934	- 1/4
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		Americ	an St	ock Exc	hange		
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1134	10	All'd Art., pfd.		141	135 a	1214	
71/		Buckeye Corp.		6	55	514	_2 
1114	8	Cap. City Bdc.		1118.	91 s	101 á	+114
534		Cinerama Inc.		558	434	51.4	+ 1/2
1434	1012			1114	1078	1078	+ ½ - ⅓
712	416	Filmways	41	67	558	638	- 5g
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878	318	Nat'l Telefilm	29	4	312	, <b>4</b>	** * ***
97	678	Technicolor		91 á	734	931	+ 12
1413		Teleprompter		1331	1113	1034	$-2\frac{1}{2}$
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Movie	elab	" -rangement	,		1412	1512	
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	aton Co				214	314.	- 14
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	. Theat				7	712	4.55
		45.45					

\* Week Ended Fri. (2).
† Ex-dividend.

(Courtesy of Merrill Lynch, Pierce, Fenner & Smith, Inc.)

#### **Feature Reviews From Venice**

La Lunga Notte Del '43 from old newsreel footage and keys a certain fack of drama which results in long stretches of tedium where crisper handling would have won a wider audience, For a production treating such heartfelt problems, the pic rarely grips nor is the illicit love affair moving or believable.

Basic plot line has a woman up and then the modes and handled to the stretch of the stretch of the such as a s

Basic plot line has a woman betray her paralyzed husband for Basic plot line has a woman betray her paralyzed husband for her younger ex-fiance. On one of her nightly absences, she's caught up in a Fascist roundup and while she and the lover escape the latter's father is brutally executed with other innocent citizens. Pichere becomes an anti-Fascist pamphlet, gist of which is that guilty onetime Fascist terrorists are still present in Italian society. Acting is competent in all sectors, special nod perhaps being due for Enrico Maria Salerno's performance as the semi-paralyzed husband who watches the doings through the years from a window position. Lensing by Carlo di Palma is especially good in capturing foggy-grey wartime years in the Po. Valley where action takes place. Other technical credits are tops.

#### Les Annees Folles (The Mad Years) (FRENCH-DOCUMENTARY)

Pathe production and release. Compiled-by, and commentary with editing by Mirca Alexandresco, Henri Torrent. Com-mentary spoken by Serge Reggiant. At Venice Film Fest. Running time, 90 MHS.

mentary plus good editing.

The first World War is summed up and then the modes and happenings of the world are shown with the return to a Paris in the gaudy time of change, flappers, Charleston, art fads, etc. The personalities of the day, the heroes, Lindberg's trip and many other events build this into an engrossing looksee at the times. Though this has seldom seen sequences, it is not unique enough for anything but specialized supporting fare. Editing is good Besides a look

but specialized supporting fare.

Editing is good Besides a look at Paris, it delves into the world happenings during that gawdy period. It shows again that old film adroitly packaged with a good compact outline and commentary can be entertainment as well as educational fodder. It also illustrates that there is still gold in those old film cans if intelligently mined.

Mosk.

Jack Cummings takes over "Star in the West" from 20th-Fox for possibly his next release for company . . . Walt Disney cast Annette Pathe production and release. Compiled by, and commentary with editing by Funicello and Tommy Kirk, pre-Mirca Alexandresco, Henri Torrent, Commentary spoken by Serge Reggiani. At Venice Film Fest. Running time, 90 MINS. to costar with Janet Munro in his theatrical feature, "The Horse-masters"

# AS FEUD GROWS

The controversy between Colum bia and National Screen Service over the issuance of the former's trailers has entered the no-holds

As NSS summoned the trade press to its N. Y. homeoffice screening room to view trailers of Col films made without the use of scene footage, Col forwarded a statement by Tim Ferguson, president of the Texas Drive-In Theatres Assn., denouncing the NSS service.

service.

Col announced a short while ago that its trailers, posters and accessories will no longer be issued through National Screen and that Col, starting Sept. I, would create and distribute its own trailers to exhibitors. However, since NSS has contracts—mostly on a weekly service plan basis—to serve about 70% of the nation's theatres with the trailers of all companies excepting. Warner Bros. (which has made its own for years), NSS decided to proceed with the manufacture and distribution of its own Col trailers to fulfill contract commitments. The trailers were made without the film company providing any scene footage from the pictures.

Herman Robbins, NSS board

film company providing any scene footage from the pictures.

Herman Robbins, NSS board chairman, said that exhibitors under the NSS contract could buy Col-made trailers if they wanted to, but that it would represent an extra cost to the theatre. NSS has notified its clients that it cannot and will not permit any deduction to be made from its weekly service charge by exhibitors who voluntairly elect to use the Col trailers purchased through the film company. It is acknowledged by NSS that it's conceivable that when contracts are renewed with individual exhibitors, the Col trailers could be excluded as are the WB ones.

NSS has completed trailers for nine films, seven new releases and two reissues, representing Col's schedule for September and October. Various techniques are employed to get around the use of actual footage from the pictures. Live action with a personality—Vincent Price, for example—is employed to plug a forthcoming picture. In addition, eartoons, animation, trick stuff, stock footage and art in different combinations are use to convey the pictures' appeal. There is a disclaimer at the end saying that scene footage has not been used. Robbins said there was no legal reason for the disclaimer, except that it took care of complaints 11t might arise charging that the trailer footage was not seen in the picture.

Col has been cagey in acknowl-NSS has completed trailers for

seen in the picture.

Col has been cagey in acknowledging whether or not it has any legal recourse. A Col spokesman admitted, however, that one of its producers had raised the question of possible action if the NSS trailers did not follow the contractual billing requirements. Another Col problem is the selling approach that the NSS trailers might follow. The NSS concept, it's conceded, might be different than the one decided on by Col. The film company is not tipping its move until it has a chance to observe one of the NSS trailers. The Col spokesman noted that theatres frequently change the selling concept but, he pointed out, "they're our customers, NSS is not."

The Texas Drive-In Theatres Assn. blast was serviced through Col's publicity department. The statement by prexy Tim Ferguson said the Assn. had been receiving letters from its members complaining about NSS service and the company's demands for increased payments for trailer service. He charged that NSS was demanding as much as 15% hikes and exhibitor protests were met with a "take-it-or-leave-it attitude." He conteded that the NSS policy has resulted in the discontinuance of trailers (except Warners) by theatres. And (Continued on page 16) Col has been cagey in acknowl

(Continued on page 16)

## 2 VERSIONS OUT | 'Alamo' Facing Ban in Mexico As Nat'l Sensitivity Heightens

#### **BELLFORT TOPS NSS** SALES IN EXEC REVAMP

Joseph Bellfort, who joined Nation Screen Service as homeoffice sales exec slightly less than a year ago, after 20 years with RKO, has been named general sales manager of the service organization. He was RKO's Continental manager, headquartering in Paris.

neadquartering in Fairs.
Bellfort's appointment is part of a realignment in the wake of Burton E. Robbins' election as NSS president, which post had been held by his father, Herman Robins, who is continuing as board chairman.

In another major change, Norman. Robbins, Burton's brother, who has been with company 20 years, has been named general operations manager.

#### Chase Without

Continued from page 5

picture which, in his opinion, will best serve the cause to which he is dedicated . . ."

dedicated ..."

In letters to producers who have announced plans to film or televise the Eichmann story, Reidel indicated that there is no objection to telling the Eichmann story if they adhere to the Nazi war criminal's role as an executioner and portray the crimes and murders he committed. However, he warned that if any attempt is made to tell of the chase and hunt for Eichmann, it must of "necessity encroach on Friedman's rights by telling the Tuvia Friedman story."

Reidel has so far issued warn-

#### Loew's: Hotels?

= Continued from page 5 =

east side for a new theatre, but no official announcements have been forthcoming on this plan.

The Tisches took a commanding position in Loew's Theatres shortly after the company's final separation from Loew's Inc., now Metro-Goldwyn-Mayer Inc. Laurence became a member of the board and quickly moved to the post of chairman of the executive committee. He played the key role in forcing Picker to reduce his (Picker's) stock option from 50,000 to 35,000 shares.

Mexico City, Sept. 6,
While no official statement has
been released, the grapevine has it
that John Wayne's "Alamo" has
been banned by the Film Bureau
because it still has scenes considered "insulting" to Mexico.
Following such bans as "They
Came to Cordura" and "Ten Days
to Tulara" (the latter, stairing
Sterling Hayden, George Raft, Rebecca Iturbide and Felix Gonzalez, with direction by George
Sherman, made in Mexico late in
1957 in Acapulco, failed to receive
an exhibition permit last week,
with Jorge Ferretis, Film Bureau
head, saying that a number of
Scenes "ridicule some aspects of
Mexican life"), and the famed Yul
Brynner-Film Bureau tiff over
shooting script of "The Magnificent
Seven," Ferretis said he is "tired"
of "bad intentions" of American
producers in not following instructions of the Bureau relative to
script changes.
It is time that Hollywood learned
that Mexico is "stubbornly determined" in its stand that the country and its citizens are portrayed
accurately, and not in any defamatory manner, no matter how slight,
Ferretis said.

#### Soph's Booking

Continued from page 2

right on racial bias") is the tabu on Maria, Miss Tucker's longtime personal maid and housekeeper, because of the South African apartheid principle. Her other maid, Misa (Japanese), has been okayed. Her bookings always call for four fares (Ted Shapiro and the two femme aides) but on this trip Miss Tucker will also have her oldest brother along.

Comedienne is working on a

rights by telling the Tuvia Friedman's rights by telling the Tuvia Friedman story."

Reidel has so far issued warmings to producer Samuel Bischoff, who has announced plans to make "The Supreme Executioner" for Alied Artists, and to Talent Associates and CBs-Tv. which have been weighing the subject for an "Armstrong Circle Theatre" segment.

Slapstick Single

Continued from page 3

dustry as well. "Our American film comedy has gotten on a lofty plane, often subtle and delicate and even with some kind of social message," said one eastern v.p.

Lewis, as the clown, has the field to himself. Theatrical productions no longer have Red Skelton, Abbott & Costello, the Marx Brothers, the Ritz Brothers, Laurel & Hardy and others of the past who worked the same side of the cinematic street.

Twentieth-Fox has tried to come up with a couple of new daffiness boys in Tommy Noonan and Pete Marshall. Their first film, "The Rookie," proved only minor league, and no one laughed their way to the bank.

And while Noonan and Marshall have yet to make the grade, Lewis continues his close association with the big payoff. His next from Par is "Cinder Fella" and the film company is sufficiently high on its releasing prospects as to pencil it in for marketing at Christmas. This is a highpoint on any distrib's calendar.

Loew's: Holels?

The two femme aides but on this trip Miss Tucker is working on a sequel to "The Last of the Red Hot Mams" which Doubleday first blawing back the plates) as a commodity for her charity work. Income from the books and her Mercury albums go to the various Sophie Tucker Playagrounds and Youth Centres. She states some \$3,500,000 has been collected by her through mail order and, more effectively, by her sitting in the lobbies of the interies, etc., for dance with commentation of the plane of the plane of the sequel autobiog may be titled "Some of These Days."

Incidentally, Miss Tucker is constantly anazed at the naivette of some of the junior members of the part of the plane of the plane of the plane of the p

#### **Not All Importers**

#### **Film Reviews**

I Aim at the Stars deistated, never nurted of the viewer by Fratter's scenario.

viewer by Practice's scenario.

Cinematically, it is an exciting, artially constructed picture. Discretor J. Lee Thompson has stilled a whirtward pace, making or ital of the many rocket blasticits particularly some dandy handled pact false which supperarial bridges between sequences, full celminates. Senters brick, basinessing conception the appears a conception. Additionally heightid are Winking to the article and fauric John son's stilling handled and fauric John son's stilling handled.

tion and ra "drug music. ting music. Jurgens plays the hero v most recommended intensity Jurgens plays ... quiet, presume inter-ny-quiet, presumive inter-ny-quiet, prisumive inter-ny-quiet inter-ny-qu smooth, believable enactment. Vistoria Shaw agreeably supplies his love interest. The major romance of the pleaner, however, takes place between one of von Braun's chief lides (Herbert Lonn and his servicity (Gia Scala), who is act ally a spy for the Allies. It is a rather fuzzy relationship, but both skill-quily execute their role. Dalygives an earnest portreyal, making five most of a one-note character. I prott of informly high calibre.

#### End of Innocence

End of Errocentee
(ARGENTINE)
Konselv International Jelease of May
ren Pictures presentation and Aria mine
Sana Jum production Stays Elsa Dannell
Gathers Lateria Murral Guillerine Baltachia decidosa Fann Bertz Ortegos, Balmaria Fann Lateria Cardon Maria
Mass Guidos Camera, Anobal Concalor
orts Theory Cardon P. 7 Re (evol Macorts Theory Cardon P. 7

English Salair's

Here is a fasc nating film worthy of the best playing time which disor the lost playing time which ma-criminating art heuse exhibs ca give it. "End of Innocence" origi-nal title in Spanish: "House of The Angel" stries to introduce U.S. audiences to the fact that the Ar-pentine film industry, almost un-known Stateside, can turn out pic-tures of firstrate ona ity, how known Stateside, can turn our pra-tures of firstrate quality, both technically and artistically. And, being the first such in thi, ma-ket, "Innocence" should create business-building interest and ex-citement among artie patrons of citement among artie patrons on the lookout for the new and dif-

Although film won a best-actress Aithough film won a best-actress awaid for star Elsa Danicl at last year's Cannes film fest. "Innocence" is really a director's picture, a vivid, complex production that manages to tell a deeply subjective personal story that filteninuates a whole time and place. For this reason, young Argentine director Leopoldo Torre Nilsson would seem to be a talent who will shortly rank alongside—if not shortly rank alongside—if alread of—some of the more -some of the more flash highly publicized th "new wavers." French

Story is deceptively simple in Story is deceptively simple in outline: a sweet and innocent 16-year-old girl, reared within the strict confines of a fantastically Cathelie household in Buenes Aires, is traumatically stripped of that innocence when she is seen the strict of the property of the propert an of her she-had-to-go-and-do-it item. Tale is told against the back-ground of wealth, ignorance and political turmoil in the Argentina of the late 1920s.

With cinematic economy, direcwith cinematic economy, director Nilsson manages to suggest a political and social climate in details seldom seen outside of movel. This is all the more amazing since the film seldom leaves its central character, the little girl who is so protected that the nude statues on her father's estate are wrapped up in heddents when the wrapped up in bedsheets when the children are around.

By means of quick, brilliantly drawn scenes such as one in the Argentine senate, where a debate on freedom of the press is going on, or another in which the hero-

rom page 6
pealing in the key role. Equally
good, though, are Lautaro Murua
as the well-meaning but callous seducer; Guillermo. Battaglia, as her
noble old father, the kind of man
who thinks the double standardwas decreed by God, and Berta Ortecco-a as the latter's wife, a coldand bitter woman for whom life
is just one long preparation for
the grave. the grave,

the grave.

While somewhat literary in effect, picture is completely cinematic in form, beautifully edited and photographed, and after the introductory scenes, swift in pace: Nisson, Martin Rodriguez and Beatriz Guido did the screen adap-tation from Miss Guido's novel. English subtitles are perfectly adequat in

#### Trailer-Blazing

Conti ued from page 15 this lack of trailers, he added, wa

harting grosses.

"Because of the extended runs brought about mostly by the shortage of pictures," the Texas exhibitor leader continued, "theatres all over the country are playing less, pictures per year than even be-

pictures per year than ever before." He maintained that NSS is,
making fewer shipments and hindling fewer trailers, "but are being
raid fiver p r trailer than ever before ina-much they ordinarily
not charge on a per trailer basis,
but demand and receive a weekly
charge for this service." He complained that many times a theatre
is forced to pay the weekly charge
without receiving a single trailer
from NSS since it might have
played WB pix exclusively for a
particular week.

Ferguson charged NSS with de-

particular week.

Ferguson charged NSS with defying Col's "courageous move" by serving trailers on the company's new releases without actual live scenes from the pictures. He said that NSS does not give this service on the WB pix nor did it when Metro handled its own trailers. "It is very apparent that they NSS." Ferguson stated, "are doing everything possible to stop Congruence." 'NSS.' Ferguson stated, "are doing everything possible to stop Coing everything possible to stop Co-lumbia's move and to discourage any other film company from tak-ing a like step, as this would most certainly destroy their very lucra-tive income on trailers."

The Texas exhibitor urged the Assu. members to use Col's new service and to be thankful for the forward step." He said the other film companies would be watching the results of this drastic action and he expressed the hope that all the other distribs would follow suit.

Other exhibitor groups, however, Other exhibitor groups, however, accepted the situation much more calmly. The Allied Theatre Owners of Indiana, for example, said that the terms of current contracts must be filled. "Whether or not future NSS service contracts include Columbia trailers." ATOI commented, "should be subject to the exhibitor's wish and not on a basis of buy Columbia trailers from us or pay for them twice." The Allied, or pay for them twice." The Allied, of buy Columbia trailers from us or pay for them twice." The Allied unit said that the one making the better trailer should get the business. "This is known as free competitive enterprise." ATOI noted. "Exhibitors should pay attention to their future contracts so it is not they who get the business."

#### **Mexican Union**

Continued from page 13 =

Continued from page 13
badly this 'year, with unemployment growing. "Only an influx of foreign production can produce enough jobs to provide employment for union members," Bustos said.
Producers who come to Mexico for the forthcoming film festival, on loliday, or to initiate production plans, will now be bombarded with insistent bids that they turn their activity into a year round affair.

General practice now is to make

By means of quick, brilliantly drawn scenes such as one in the Argentine senate, where a debate on freedom of the press is going on, or another in which the heroine's mother argues religion with a taxi cab driver, film evokes a complete milieu which, in turn, makes the central situation totally believable and spiritually shattering.

Miss Daniel, who looks like a young Ingrid Bergman, is most appointment of the day, with rains only coming in the late afternoon or evening. The weather will not up production schedules.

## Women Biggest Pic-Goers, So U 'Laces' 'Midnight'

easions with pictures aimed at women, Universal is continuing its is hed third in July, a pitch to the femme trade. Philip in his in ninth spot.

"Portrait in Black" Gerard, Eastern pub-ad director. cites a Sindlinger survey. up the company's policy. He notes, for example, that a Sindlinger for example, that a Sindlinger study covering the first six month. study covering the first six month, of 1960 shows, that seven out of the first 10 pictures on the st seen list were mixed by more winen the men—58% women to 42%.

rt of it for -angled approach. U has prepared a special six-minute fastion color short for Midnight Lace." starring Dot Day and Rex Harrison, to provide the basis for a special promotion. Featuring Trene, the Hollywood fashian designer, the short is being made available to theatres as an advance traiter to be used weeks in advance of the playing of the picture. The short, featuring Miss Day modeling clothes from the pic-Day modeling clothes from the pic-Day modeling clothes from the pic-ture is being made available to theatres at, no cost. It will be in addition to the regular trailers and teaser trailers. The same short, a 16m versio being given to

Ross Hunter, the producer of Midnight Lace," has been carrying the ball for high fashions and lush surroundings in motion pic tures on the theory that when the housewife goes to the theatre, wants to get away from her ever day deah surroundings.

#### **Venice Fest**

:om page 7 📥

main festival directe here las week and agreed loser ecoperation, but never got around to suggesting that should bow out on alternate years and thus case the strain.

Added Better'.

Added Better'.

It's an ironic fact that while may of the official festival entries are being widely criffeized, the out-of-competition pix in the information section are commanding considerable praise for 'Shadows,' the shoestring production and better that the shoestring is the shoestring production and better that the shoestring is the shoestring is the shoestring in the shoestring is ing considerable praise for "Shad-ows," the shoestring production made by John Cassavetes, and it is being heavily tipped to win the international critics prize. There was also, substantial interest. "The Great Dictator," which was being shown for the first time in Italy. The presentation of the Italian ission of "Ben-Hur" t-tracted a capacity scade ee-rave reviews by most of

rave reviews by most of

Th. ictrospective sions at
9:30 each morning have also beensurprisingly popular, attracting an
audichee of about 200 enthusiasts.
The first part, was a reprise of
some classic British w films including "Target for Tonight," "In
Which W Serve" and "Western
Approaches," while the second
week was devoted to vintage D. W.
Griffith films beginning with Griffith films beginning Birth of a Nation. Griffith:

An odd and inexplicable feature of this festival is the virtual ab-sence of the hordes of fans which normally surround the theatre, although there has been a steady flow of star talent to the Lido with flow of star talent to the Lido with such names as Shirley McLaine, Cyd Charisse, Betsy Blair, Zizi Jeanmaire and Curt Jurgens, among others, There has been lit-tle strain on the barricades out-side the theatre which are de-signed to protect the visting celeb-rities from the general public. There is, indeed, almost a total absence of festival fever.

The social side of the fest has also been surprisingly quiet. Though there has been the usual Though there has been the usual quota of daytime receptions, the traditional after-the-screening midnight parties are almost a thing of the past. Indeed, in the first 12 days, apart from the usual opening gala, the only two supper parties were hosted by United Artists, one after "The Apartment" and the other following the screening of "Tunes of Glory." Incidentally, Alec Guinness, who came in for the showing of the latter pic, had barely 12 hours on the Lido, as he arrived on Sunday afternoon 4) and took the night flight out early the next morning so as to get back in time for his role i "Ross."

#### **'Ben-Hur' Champ**

Continued from page 4 Campaign With Fashions to eighth as its draw dwindled on Having hit pay dirt on three oc- some of the extended-runs. "Bells Ringing" (M-G), which finished third in July, also fell off to

> "Portrait in Black" (U winner of fifth place in July, managed to wind up 10th in August, "Polly-ann" (BV), which took seventh

> in July, captured 11th posi-tion while "Lost World" (20th) rounded at the Top 12 grossers for August, "World" was much i July

July. "Park which vs. 11th in July: "I'm All Right, Jack" (Col) and "Hereutes Unchained (WB) were craip pix. "Jack" also was a runner-up film July. "Hercules" finished 12th two different weeks last month but did not have entired to make the property of t did not have sufficient number of engagements in first-runs of bigger

Soveral new pictur, which show good to big promise, were launched, late in August, "Soig without End" (2011 hints real potential, predicated on its great potential, predicated on its great showing in the first three weeks at the vast N.Y. Music Hall. In fact the first-week mark was topped by only one other picture for a non-holiday ssion.

holiday ssion:

"All the Young Men." (Col) was big to socko on its first few play-dates. Also new. Started Naples" (Par) sh wed enough in the final week of August to cop cighth place. "Time Machine" (M-G) did well in the sa stanza that if wound up minth on the week. the week.

the week.

Hell To eterni (AAY), and other checked i with some big to great groses in several key cities where tested. It was particularly smash of opener inline, "School For Scoundrels" (Cont), ale new, teed off with big smash biz in smaller theatres.

"Jungle Cai" (BV), another new entrant, registered a new record opening round in N. Y., and was fast also in Chi, for opener, "All-Fine Young Cannibals" (M.G), just getting started, was telined to be uneven.

"Sons and L vers" (20th)

"School For Scoundrels" (Cont).

als new, teed off with big smesh biz in smaller theatres.

"Jungle Cat" BV), another new cord opening round in N. Y., and opening round in N. Y. and opening round in N. Y. and was fast also in Chi, for opener. "All-two to two and half years, but no Fine Young Cannibals" (MGV), ither fresh entrant, was only passible in some keys, but big in Min-reapolis and sturdy in N.Y. "Carry On Nurs" (Gov which has been on the monthly list for some time, distribution of the loan on the monthly in the continued to come through with is made and the continued to come through with a water by the continued to come through with a water by the continued to come through with a water by the continued to come through with institution from and into the hank, continued to some smart biz as it won additional ngagements small houses.

IATSE Mulls

"Cont. All the was introduced it hasn't been for a bank to forced by listribution from the monthly list for some time, distribution from, and not the hank, was introduced it hasn't be for a bank to forced by listribution from the loan on the monthly list for some time, distribution from, and not the hank, is in a position to forcelose a picture of the loan on the monthly list for some time, distribution from, and not the hank, is in a position to forcelose a picture in the desires.

Golden Indicated, however, that in the case of most producers the film company rarely res fits to force down the producer waives his rights and the distributor takes over the picture.

INTERIMENTAL PROPERTOR AND ADDITIONAL PROPERTOR AND ADDITI

#### IATSE Mulls

Continued from page 5

IA's first session that many tech-IA's first session that many technicians are regularly being worked more than 50 hours weekly; that while an eight-hour limit night result in stretching the number of production days i some instances, the savings gained by climinating overtime except for emergencies, would even the costs over the long haul.

The 6 p.m. shutdow and a possible demand for travel allowances, are strictly in the preliminary phases and may not even bob u in final demands, it's emphasized. LA executions were approximated to the strictly of the strict do not deny that the 40-hour week limitation reflects the feelings of any members of the assorted lo-

Film editors, for example, have been averaging 54 hours per week, and sound technicians an average of 48 hours.

Underlying thought among many Underlying thought among many IA members is that by firmly setting their work days at eight hours they may emerge at year's end with a greater number of days worked, although with no more aggregate earnings. In brief, they would prefer working more regular eight-hour stretches than fewer with overtime-rate 10-hour days.

days.

It's expected that actual pact proposals in close-to-final form should be available by Oct. 1 at which time they'll be submitted to the boards and biz reps of the various locals. Processing through the International should, if all goes on sked, be complete by Oct. 15, two weeks ahead of the Nov. 1 deadline.

#### Johnston on Ghana: Film Attendance Up. Govt. Censor-Minded

Washington, Sept. 6. While film attendance in Ghana is constantly increasing and the business outlook is healthy, situation is clouded by a censorship minded government, Eric Johnston prexy of the Motion Picture Export Assn., says in the second of his series of reports sent back the property of the property of the property is the property of the proper

his series of reports sent back here in the course of his current safari through darkest Africa.

Johnston says he discussed the censor situation with Ghanas minister of information, Kweku Boateng. "He feels," according to report, "that motion pictures should by be shown for a purpose. That purpose, as he puts it, is to advance the interests of the people and the state.

Johnston also reports attending

and the state.

Johnston also reports attending an SRO performance of "Helen of Troy" and winds up, "It warms the heart to see the audience respons to our films in Ghana. I am more convinced than ever that the best days of the American motion pie-ture industry are all ahead of it."

Next week: East Africa

#### Distribs Starry

from page 5 =

individual pictures today's market. The distribution company, after approving the package of an indie producet, applie a bank or a loan. The bank demands 1/a repayment suarantee from the distributor and 20 the picture as collateral.

According to the UA official, the second simulation is largely

account sipulation is largely academic and is merely the bank's method of obtaining additional protection. He pointed out that since the system of making the distribut responsible for the was introduced it has it become

ture.

In many cases, the bank's maturity date comes before the picture has been fully played off.

Moreover, the loan due date comes way before there's a chauce to sell the picture to television. The coi that accrues from additional playeds of the course of the cours that accrues from additional playoffs or from a tv sale flows to the
distribution company and replaces
the money it gave to the bank. If
the income from these sources exceeds the amount paid to the bank,
it has been UA's policy, according
to Golden, to share it with the producer although there is no legal
requirement for the film company
to do so.

Presentday procedures for film
bank loans are substantially dif-

Presentiday procedures for film bank loans are substantially dif-ferent from the method employed-prior to 1948. In those days the banks loaned money against the picture, the only collateral being the film itself. The system was exceedingly successful from 1940 to 1948 when almost every picture was a success.

#### **Paris Legit**

Continued from page 13

Continued from page 13
Heberto, Loys Masson's "Christibal De Lugo" at the Vieux Colombier; Achard's "L'Idiote" at the Antoine; Jacques "Audibertis "The Lodger" at the Oeuvre: Philippe Heriat's "Family Joys" at the Comedie Des Champs Elysees; "Christian Stuff," of Felecien Marceau, at the Renaissance, and Alexandre Rivemale's "Mobile" at the Fontaine.

Most of the above shows are comedies. And it looks to be busy session despite the perennial legit cry of crisis.



## international film telefilm and documentary market

a remarkable success of the Milan Trade Fair

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#### Picture Grosses

# 'Angel' Okay \$12,500 In

Fox (Fox-Mich) (5.000; \$1.25-\$1.49:—"Let's Make Love" (20th) and "High Powered Rifle" (20th) (2d wk). Fine \$11,000. Last week, \$13.000.

Michigan (United Detroit) (4.000; \$1.25-\$1.49) — "Occan's 11" (WB) (3d wk), Great \$27.000, Last week, \$29.000

Palms (UD) (2.961; \$1.25-\$1.49)

Paims (U) (2,961; \$1,25-\$1,49)—
"Psycho" (Par) (6th wk). Sensational \$29,000. Last week, \$31,000.

Madison (UD) (1,408; \$1,50-\$3)—
"Can-Can" (20th) (14th wk). Good \$10,000. Last week, same.

Broadway-Capitol (UD) (3 500: Broadway-Capitol (UD) (3 500: \$1.25-\$1.49) — "House of Usher"; [A1) and "Little Shop of Horror", [Indie]. Fair \$10,000. Last week, "Last Days Pompeii" (UA) and "Five Bold Women" (UA) \$12,000.

Nive Bold Women (1705 512.000. Adams (Balaban) (1.700; \$1.25-1.50)—"Angel Wore Red" (M-G). \$1.50)—"Angel Wore Red" (N-GI., Oke \$12,500. Last week, "Time Machine" (M-GI and "Amazing Transparent Man" (AI' 12d wk). \$8,000. United Artists (UA) (1.667; \$1.25 \$3)—"Ben Hur" (M-GI 129th wk). Wham \$22,000. Last week, \$21,000.

Music Hall (Cinerama, Inc.) (1,-208; \$1.55-\$2.65) — "Windjammer" (NT) (24th wk). Socko \$19.000. Last week, \$21,200. Trans-Lux Krim (Trans-Lux) (1.-

Trans-Lux Krim (Trans-Lux) (1. \$2.500.

000; \$1.49-\$1.65) — "Come Dance. Coronet (United California) (1. With Me" (Union) (2d wk). Great 250; \$1.80-\$3.50) — "Ben.-Hur" \$8.000. Last week. \$10.000.

Mercury (UM) (1.470; \$1-\$1.49) Last week, \$22.000.

—"From Terrace" (20th) (4th wk). Alexandria (United California) Boff \$14.000. Last week. \$15.000. (1.610; \$2.20-\$2.75) — "Can-Can" (20th) (1.5th wk) Okay \$12.000.

#### **BALTIMORE**

(Continued from pre 101 Fair \$3,000. Last week, "I mary" (Films Around World)

wk!, \$2.500.

Hippodrome (Rappaport) (2 300: 5:\$1.25.—"Strangers When Meet (Col) (2d wk), Good \$8,000 or cl se after \$13,000 in first.

Little (Rappaport) (300: 50-\$1.50)
—"I'm All Richt, Jack" (Col) (9th wk). Upped (6, trim \$2.700 after \$2.500 in eighth.

Mayfair (Fruchtman) (750: \$1.49-\$2.50) — "Can-Can" (20th) (15th wk). Good \$4,000 after \$4.500 in previous week

Mr. Good St.000 after St.500 in previous week, New (Fruchtman) 1,600; 50-11,251—"Let's Mrke Love" (20th), Not up to hopes but passable at \$2,000. Last week, "From Terrace" (29th) 4th wk, \$5,500, Playhouse (Schwaber) 460; 90-\*\*\*

Playhouse (Schwaber) 4460; 90-81.50) — "School for Scoundrels" (Cont) (2d wk). Holding at nice \$3 000 after same in second. Stanton (Fruchtman) (2.800; 50-\$1.25)—"Ocean's 11" (WE / 3d wk)

Down to fair \$7.000 after \$10.000 in

Down to fair \$1,000 after \$10,000 in second.

Town (Rappaport) (7.125; \$1.49-\$2.50)—"Ben-Hur" (M-G) (23d wk).

Steady \$9,500 after \$10,000 in 22d

#### **TORONTO**

"Bells Are Ringing" (M-G) (2d 5.500). Last week. wkt. H \$15,500. Tiveli (FP) (335; \$1.50-\$2.50)

"Can-Can" (20th (23d wk), Hold-fng at sturdy \$7,000. Last week, \$7,500.

ing at sturdy \$7.000. Lest week, 57.500.

Towne Taylor (23; \$1-\$150— 1so from 20th-Fox, is finishing 1som 57.500.

"School For Scoundrels" Conting 48.5500.

Lniversity FP 1.363; \$1.50— 1niversity FP

## 'Hell' Wham \$21,000,

Lisco; 'Naples' 166

San Francisco, Sept. 6.

San Francisco, Sept. 6.

First-run trade is solid here currently with "Psycho" showing more legs than any picture in San Francisco this year. It is wow in fourth round at Golden Gate weekend. "Angel Wore Red" is okay at the Adams. "House of Usher" looms fair at Broadway-Capitol.

Holdovers are again being lead by "Psycho" in a sensational sixth week at the Palms. "Ocean's 11" shapes smash in third round at the Michigan. "Ben-Hur stays holsy in the 29th week at the United Artists. "From the Terrace" is off in fourth at the Mercury.

Estimates for This Week

Fox (Fox-Mich) 15.00

11. "Stantage for This Week

Fox (Fox-Mich) 15.00

27,000

San Francisco, Sept. 6.

First-run trade is solid here currently, with "Psycho" showing more legs than any picture in San Francisco, Sept. 6.

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First-run trade is solid here currently, with "Psyc

Golden Gate (RKO) (2.859; \$1.50)

"Psycho" (Par) (4th wk). Wow
\$27,000. Last week, \$26,000.

[Fox (FWC) (4.651; \$1.25-\$1.50)

"Let's Make Love" (20th) and
"Five Bold Women" (20th) (2d wk).

Pleasing \$11,500. Last week, \$18.-500

Orpheum (Cinerama, Inc.) (1.45b; \$1.75-\$2.65) — "This Is Cinerama" (Cinerama" (Fissue) (10th wk). Potent \$18.500. Last week, \$15.500. United Artists (No. Coast) (1.151; \$1.25-\$1.50) — "Hell To Eternity" (AA) and "Hot Shots" (AA). G eat \$21,000 or close. Last week, "Figure 1.500.

and not Snots" (AA). G 'eat \$21,000 or close. Last week. "El-mer Gantry" (UA) (4th wk), \$7.500. | Stagedoor (A-R) (440; \$1.25-\$1.50)—"I'm All Right, Jack" (Col) (5th wk), Okay \$3,000. Last week. \$3.000.

Yogue (S. F. Theatres) (364; .50)—"Private Property" (Indie) d "School For Love" (Indie) (2d d). Good \$2,200. Last week. \$2,500

250: \$1.80.\$3.50) — "Ben-Hur" (m.o.) (El Rey. \$19.000. "M-G) 37th wk). Great \$23.500. [M-G] 40.0 (El Rey. \$19.000. "From Terrace" (20th) (m.o.). [Alexandria (United California) (1.610; \$2.20.\$2.75) — "Can-Can" ment" (UA) 4th wk). \$6,800. [Chinese (FWC) (1,408; \$2.\$2.40) [Presidio (Hardy - Parsons) 1774; \$1.25-\$1.50) — "Ocar Wilde" (FAW) (2.400. [Chinese (FWC) (1,408; \$2.\$2.40) [Chinese (FWC) (

\$1.25-\$1.50)—"Oscar Wilde" (FAW) 3d wk). Good \$4.200. Last week.

\$34.000. Crest (A-R) (320; \$1.50)—"Sons and Lovers" (20th) (3d wk). Big Hollywood Paramount (Elect) \$3.800. Last week, \$4.000.

#### **BROADWAY**

(Continued from page 11)

—"It Started in Naples" (Parl. First round ending tomorrow (Thurs.) looks like boff. \$22,000, new house record here. In ahead, "From Terrace" :20th) '(7th wk), \$7,000.

Paris (Pathe Cinema) /568; 90-\$1.80 — End of Innocence" (Union) (2d wk). First session finished Sun-day (4) was very good \$9.500.

Plaza (Lopert) (525; \$1.50-\$2) (partment" (UA) (13th wk), T near ment (UA) (13th wk). The 12th round ended last night (Tues.) was great \$15.000 or near after \$11.000 for 11th week.

68th St. Playhouse (Leo Brecher) 1370; \$1.25-\$2) — 'Oscar Wilde' (Films-Around-World) (12th wh). The 11th stanza finished Sunday (4) was good \$4,700 after \$4,900 for 10th week.

Sutton (R&B) (561; 95-\$180)— "School for Scoundrels" (Cont) (9th wk). The eighth week ended Sunday (4) was big \$9,300 after \$8,500 for seventh. Trans-Lux 52d St. (T-L) (540: \$1-

"Let's Make Love" (20th) and "Five Bold Women" (20th) (2d wk).
Pleasing \$11,500. Last week, \$18.500.

Warfield (Loew) (2.656: \$1.25-\$1.50)—"Savage Eye" (T.L) (13th %-11 days). Being-held over four days past regular 13th week in order to open "Let's Make Love" (20th) on Friday (8). Looks mild wk). Okay \$8,000 or near. Last week, \$8,500.

Paramount (Par) (2.646: \$1.25-\$1,50)—"11 Started In Naples" (Par) and "Cover Girl Killer" (Par) Big \$16,000 or over. Last week, "Battle In Onter Space" (Col) and "12 To The Moon" (Col). \$1.55.500.

St. Francis (Par) (1,400; \$1-\$1,50)

"Qean's 11" (WB) (5th wk). Great \$11,000. Last week, \$13,000. Orpheum (Cinerama, Inc.) (1,456: \$1.75-\$2.650)—"This is Cinerama" (Cinerama) (reissue) (10th wk). Portent \$12.650.

#### LOS ANGELES

(Continued from page 10)
810: 1.800: 90-\$1.50)—"Bells Are Ringing" (M-G) (1st general release) and "Time Machine" (M-G) (m.o.). Loud \$24.000. Last week, State, "Blackboard Jungi" (M-G), "Treasure Pancho Villa" (Fav) (reissues) \$1.500. Four Star, "She Walks By Night" (Fav) (2d wk), \$1.500. Four Orphous (200. Balding with Orphous (200. Balding w Walks By Night" (Fay) (2d wk), \$1.800. Baldwin with Orpheum, El Rey, "Elmer Gantry" (UA) (2d wk), "Pay or Die" (AA) (Baldwin), "Man of West" (UA) ("reissue) (Crpheum), "Ice Palace" (WB)

\$22,400.
Loyola (FWC) (1,298; 90-\$1.50)—
"Pollyana" (BV) and "Half Pint" (Indie) (2d, wk). Hefty \$7,000.

Hollywood Paramount (Elect)

National Boxoffice Survey

Holiday Helps Trade; 'Ben-Hur' 1st, 'Psycho' 2d, 'Ocean' 3d, 'Naples' 4th, 'Make Love' 5th

The long Labor Day holiday There's a long list of runner-up weekend is booming biz this round pix. which includes "Pollyanna" all over the country. It's one of "BV", long high on the weekly list the biggest such holiday sessions ins; "Come Dance With Me" in a number of years, according to "Union", just getting, started; Vantery correspondents in representative key cities. Cool weather in like category: "I'm All Right, was a plus factor, big showing Jack" (Col) and "Carry On, Nurse" being made in many keys des ite (Gov.]

few new pix launched.

"Ren-Hur" (M.G.) is back in too. launched. "All Fine Vanna Car

heing made in many keys des ite few new pix launched.

"Ben-Hur" 'M-G is back in top launched.

"Ben-Hur" 'M-G is back in top launched.

"All Fine Young Canspot after being shoved aside recently by some new blockbusters.

"Psycho" (Par). second for a num-with only fairish takings in L. A. ber of weeks. again is taking second position and again displaying remarkable stamina.

### Cannibals" (M-G) (3d wk). Fairish

Cannibals" (M-G) (3d wk), Fairish \$8,000. Last week, \$9,500. Orpheum, El Rey (Metropolitan-FWC) (2,213; 861; 90,\$1,50)—"El-mer Gantry" (UA) (3d wk) and "Man of West" (UA) (reissue) (Or-

"Man of West" (CA) (reissue) (Orpheum), "Ice Palace" (WB) (El Rey) (2d wk). Good \$10,000.

Downtown, Iris (B&B-FWC) (1,-757; 282; 90-\$1,50) "Psycho". (Par) (4th wk). Hotsy \$14,000 or near. Last week, with Fox Wilshire, \$25,800

Last ween, \$25,800.

Fox Wilshire (FWC) 11,990: 90-\$1.50)—"Ocean's 11" (WB) im.o.) and "Rat Race" (Par) (repeat). Soft.

#### **BOSTON**

(Continued fr m page 10)

(Continued fr m page 10)
wk). Third week ended Friday (2),
slick \$6,500. Last week, \$8,000.
Gary (Sack) (1,277; \$1.50)—
"Started in Naples" (Par) (2d wk).
Sinash \$11,000. Last week, \$16,000.
Kenmore (Indie) (700; \$1.25\$1.50)—"Carry On Nurse" (Guy)
115th wk). Holding hotsy \$6,000.
with patrons returning to see it
again. Last week, \$6,100.
Metropolitan (NET) (4,357; 70\$1.101—"Let's Make Love" (20th)
12d wk). Slim \$8,000. Last week,
\$1.000.
Memorial (RKO) (3,000, 50.51,00)

position and again displaying remarkable stamina.

"Ocean's 11" (WB), in first spot last week, is winding up a strong third currently. "It Started Naples" (Par), a newcomer, is showing enough to capture fourth money, with indications of being leard from additionally.

"Let's Make Love" (20th), another newie, is winding up fifth though a bit disappointing in some opening sessions. "From Terrace," also from 20th-Fox, is finishing sixth. It was fourth last round.

"Strangers When We Meet" (20ff) and fair in K.C.

"College Confidential" (Us) sing in N. Y. and lofty in Minneapolis. "College Confidential" (Us) shapes in ein Chi. looms ery promising based on a hotsy in Ciney and passable trade in Detroit and fair in K.C.

"Apartment? (UA) still is big in N. Y. and lofty in Minneapolis. "College Confidential" (Us) shapes in ein Chi. big in N. Y. and step in N. Y. and lofty in Minneapolis. "College Confidential" (Us) shapes in ein Chi. big in N. Y. and step in N. Y. and solid in L. "September Storm" (20th) shapes fine in Chi. big in N. Y. and solid in L. "September Storm" (20th) shapes fine in Chi. big in N. Y. and solid in L. "September Storm" (20th) shapes fine in Chi. big in N. Y. and solid in L. "September Storm" (20th) shapes fine in Chi. big in N. Y. and solid in L. "September Storm" (20th) shapes fine in Chi. big in N. Y. and solid in L. "September Storm" (20th) shapes fine in Chi. big in N. Y. and solid in L. "September Storm" (20th) shapes fine in Chi. big in N. Y. and solid in L. "September Storm" (20th) shapes fine in Chi. big in N. Y. and solid in L. "September Storm" (20th) shapes fine in Chi. big in N. Y. and solid in L. "September Storm" (20th) shapes fine in Chi. big in N. Y. and solid in L. "September Storm" (20th) shapes fine in Chi. big in N. Y. and solid in L. "September Storm" (20th) shapes fine in Chi. big in N. Y. and solid in L. "September Storm" (20th) shapes fine in Chi. big in N. Y. and solid in L. "September Storm" (20th) shapes fine in Chi. big in N. Y. and solid in L. "September Storm" (20t "Electronic Monster" (Col), Fancy \$26,000. Last week, same hook-up, except also including Kansas Drive-in Finkelsteon (750 cars, 90c)—"Thunder in Carolina" (Howco) and Teen-Age Thunder" (Howco) treissue), \$28,000.

#### **PROVIDENCE**

"Let's Make Love" (20th). Liveliest in town for beefy \$14,000; Last week, "Ocean's 11" (WB) (3d wk). weck, "Ocean Nice \$6.500.

#### Lopert's 'Balloon'

Continued from page 7 ==

being burned again. "This isn't a being burned again. "This isn't a Marshall plan," Fryd. concludes, "and Americans Ean't and won't pour money into Italian films un-less their requirements are re-spected. There must be a give-and-take arrangement, or this profitable vei will run out."

Fox Wilshire (FWC) (1.990, 90, \$1.50)—"Ocean's 11" (WB) (m.o.) and "Rat Race" (Par) (repeat). Soft \$8.000.

Fine Arts (FWC) (631, 90.\$1.50).
"Jungle Cat" (BV) (4th. wk).
Rich \$5.000. Last weck, \$4.800.
Warner Beverly (SW) (1.330; \$2.
\$2.40) — "Strangers When We Meet" (Col) (7th wk). Busy, \$6.800.
Last week, \$6.000.
Music Hall (Ros) (720; \$1.85.
\$2.251—"Im All Right, Jack" (Col) (7th wk). Potent \$6.200. Last week, \$6.400.
Carthay (FWC) (1.138; \$1.75.
Sock \$4.200. Last week, \$4.800.
Crest 'Elect) (750; \$1.25-\$2)—
"Carry On. Nuese" (Gov) (26th wk).
Sock \$4.200. Last week, \$4.000.
Carthay (FWC) (1.138; \$1.75.
\$3.50) — "Can-Can" (20th) (26th wk).
Gor Paradise" (Cinerama) Starteds of Corparadise" (Cinerama) Sta

fest treated the problems of the European Parliamentary Group for Cinematography. Main issues dis-Cinematography. Main issues dis-cussed at the International con-clave were those regarding inter-nal procedure of the Group in its nat procedure of the Gruth in its various facets; increased distribution, in member countries, of documentaries and newsreels, felt-valid aids to international cultural understanding, and therefore of maximum public interest; various aspects of the ECM film picture.

again. Last week \$6:100.

Metropolitan (NET) (4:357: 70-51:10)—Let's Make Love" (20th) 12d wk), Slim \$8:000. Last week, \$1:100.

Memorial (RKO) (3:000: 60-\$1:10)—"Ocean's 11" (WB) and "Young Jesse Jaimes" (20th) (4th wk). Stout \$20:000. Last week, \$23:000.

New Fenway 'Indie' (1:350-51:25)—"New Henvay 'Indie' (1:350-51:25)—"Hiroshima. Mori Amour" (Zenith' Smash \$11:000 and new house record hypoed by fine: reviews. Moves theatre to first-run status.

Orpheum 'Loew' (2:900: 90-\$1:50-51.10)—"All Fine Young Cannibals' and 'M-Gr and 'Day They Robbed Bank of England" (M-G). Okay \$11:000 but not up to hopes.

Paramount NET! (2:357; 70-51:10)—"Psycho" (11th wk). Wow \$10:000. Last week, \$12:000.

Piltrim (ATC) (1:900: 60-\$1:10)—"Time Machine" (M-G) and "Tarian's Lost Safari' lindie) (2d wk). Flashy \$9:000. Last week, \$12:000.

Saxon (Sack) (1:000: \$1:50-\$3-100; Trans-Lux 'T-L) '730; 75-\$1:25]—"Naked Holiday" Indie' and "Love in the City" Indie', Hotsy \$7:000. Last week, \$4:600.

KANSAS CITY

"Vento del Sud" (South Wind) roduced by Vides; was shifted in the fest program "allow some the fest program "allow some

and "Dialogue des Carmelites" (France). Documento Films, Rome, has announced "The Crusaders," while Jolly Film will release upcoming production by Donati-Carpentier of "Joseph and his Brethren."

(Continued from page 10).

(T50: 90-\$1.25)—Currently secondruns. Last week, "Savage, Eye"
(T-L), fair \$1.500.

"Let's Make Love" (20th), Nifty sy.000: faixs on, Last week, "David and Bathsheba" (20th)
\$7,000, including Granda, no Visconti may come up anyway for showing of his "Rocco and his "Stata NTP1, 13.60, 700; 90).

Isis, Vista (NT) 1.360, 700; 90).

Crest, Riverside drive-ins (Comtrest, Riverside drive-ins, (Comtrest, Riverside drive-in let Rome's ANICA office intercede to try to straighten out the matter, which is known to have political

vindertones.

Vic Damone said here his next pic will see him play a marine under direction of Phil Karlson Jaime Prades back to Madrid and "King of Kings" after local o.o. "Il Bell 'Antonio." the Locarno Festival wimer will officially rep Italy at the Edinburgh Festival Harry Salzman here. Dino DeLaurentiis preemed his "Under Ten Flags" (Par) on board the Italian clipper ship, the Amerigo Vespucci, to good press coverage throughout Italy. Pic repped Italy at the recent Berlin Festival. The Vespucci is the ship which carried the Olympic Flame to Italy from Greece.

undertones

## (Continued from page 11)

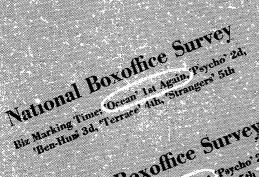
Nice \$6.500.

State (Loew) (3.200; 75.\$1) DeLauri
'Time Machine' (M-G) and 'Day Ten Fl.

They Robbed Bank of England' (Vespucc
below nifty \$12,000 in first round.

Strand (National Realty) (2,200;

65-90 — "Strangers When We Meet" (Col) (2d wk). Mild \$6,500. Last (Col) (2d wk). Mild \$6,500. Last (Greece.



Jourth Week 31, 1960

Wednesday, Augun 24, 1960

National Boxoffice Survey Trade Holds High; Docan Again 1st, Psycho 2d, Trade Holds High; Terrace 4th, Gantry, 5th

Second Week!

'Ocean's' Giant, Chi.

National Boxoffice Survey Biz Still Bolf. Ocean, New Champ, Psycho, Again 2d. Ben Hur. 3d., Terestee, 4th, Apartment, 5th

'Ocean's' 17G, St.L.

'Ocean's' Wow 18G, Prov.

'Ocean's' Boff 27G, D.C.

'Ocean's' Great 32G, Philly

Hub Sparkles; 'Ocean's' Mighty 42G

'Ocean's' Rousing \$25,000, Denver

'Ocean's' Giant 43,000 Paces L.A.

My deepest appreciation to Lewis Milestone, who produced and directed; to Harry Brown and Charles Lederer, who wrote the script; to our marvelous cast, to the wonderful Warner Brothers organization; to our producer's representative, Seymour Poe, to Rogers & Cowan, and to everyone else who helped make "Ocean's 11" a box-office tidal wave!

B'way Biz Booms; 'Ocean's' Mighty 133 G

## 25 Years Ago This Week

Having completed "Rose-Marie" at Metro, Nelson Eddy resumed his

at Metro, Neisun Euco, concert tour.
Electrical Research Productions Inc. (ERPI) battling RCA for the sound film business.
Samuel J. Briskin reported leaving Columbia pictures after 14 years. (He has since returned as

studio head).

Picture theatres in a jurisdictional fight between I.A.T.S.E. and the N.Y. State-Chartered Union. Allied Operators, which Local 306 of the International Alliance of Theatrical Stage Employees castigated as a 'company union."

The 40c stop mark in the new Federal 10% tax was keeping general admissions down to that figure, as a means to duck the tap. Three Rio de Janeiro casinos ropped American floorshows—"too expensive."

"too expensive."
Paramount trailerized Clarence
E. Mulford's "Hopalong Cassidy."
starring William Boyd, Jimmy Ellison, Paula Stone and George
Hayes (Harry Sherman's production). Paramonut trade ad on the
feature film called "'Hopalong Cassidy" the No. 2 western. Mulford's
famous novels have sold over 300,000,000 copies and have been read
by 20,000,000. A great audience
awaits these pictures."

Ad agencies having a pushover

by 20,000,000. A great audience awaits these pictures."

Ad agencies having a pushover field day with the Hollywood studios signing beaucoup top stars for cuffo radio network plugs in behalf of their pictures. The studios were even willing to pay the time and telephone charges. Accent was on variety names like Jack Oakie, Gladys Swarthout, Joe Penner, Bing Crosby, Burns & Allen, Mary Boland, Lyda Roberti. Most played on WEAF, WJZ and WABC: "Little Gypsy Tea Room," "Couldn't Believe My Eyes," "Love Me Forever," "Paris In Spring," "In The Mood For Love."

West 52d, between 5th and 6th Ave, had become "the Montemarte of New York," housing between

West 52d, between 5th and 6th Ave. had become "the Montemarte of New York," housing between 20 and 30 niteries, restaurants, cocktail bars and open-front glorified speaks. The real money-makers were Jack & Charlie's "21," and Leon & Eddie's at 33 West 52d, but Louis Prima's New Orleans Quintet was also doing big business at the Famous Door. Jacks Robbins merged Olman Music Into Robbins Music Corp. Music Publishers Protective Assn. gm. John G. Paine asked the

Music Publishers Protective
Assn. gm. John G. Paine asked the
"responsible heads" of the publishing houses to a powwow to
curb payola by music publishers:
M. Witmark & Sons marked its

50th anniversary. Paul Whiteman Orchestra at Ben Marden's Riviera, Fort Lee, N. J., displacing an indifferent" Earl Carroll's Revue." Lou Holtz, Belle Baker and Block

#### **GENERAL MANAGER** WANTED

For a theory circuit, essentiates of more than there're and residy segments. The man we at must aware the second of the second o

Meivin R. Wintman General Drive-In Corporation 480 Boylston Street Boston 16, Massachusetts

Blossoms" but cancelled cut. Dolly & Sully revived straight vaude-Haas, German actress, had been signed for the femme lead.

Rrooklyn Brooklyn.

> Rudy Vallee got \$12,500 at RKO Palace, Cleveland, the highest priced stage show in years in that

> Billy Rose's upcoming "Jumbo," with Jock Whitney bankrolling due at the Hippodrome in October, budgeted at \$250,000.

Under the Government's Civilan Conservation Camps' financing, around \$20,000,000 in Federal relief coin was allocated for more legit shows and vaude units to play strictly to CCC (free shows) circuits. cuits.

Epes W. Sargent's summation on the Coney Island season was "rec-ord crowds and light coin."

A survey by VARIETY was cap-tioned: "Times Square Today a Metioned: "Times Square Today a Medium of Cheap Rackets That Drives Legit Biz Away." Accept particularly was on the dancehall shills, the keister-and-tripod pitchmen, sidewalk bookies, cheap gamblers, scores of bootblacks cluttering up sidewalks, etc.

Bariamin I. Picza's annual

Benjamin J. Piazza's an memorial ad in Obits appeared, annual commemoration of my beloved friend and theatrical mentor, Paul Armstrong, who passed away Aug. 30, 1915." (Winchell says that this 30, 1915." (Winchell says that this ad was often mentioned by Damon Runyon and inspired the present-day Runyon Memorial Cancer Fund). (Playwright Armstrong was vet casting director Piazza's mentor.)

#### TOA Spotlight

Continued from page 3.

(14) William Zeckendorf, day speaking as a member of the board speaking as a member of the board of the America Corp., parent company of the Pathe Laboratories, will outline that company's production program via its newly-formed subsidiary, Alpha Distributing Co. A few days prior to the convention a TOA liason committee will meet the Screen Producers Guild to continue talks on what can be done. to bring about a greater flow of

The subject of tollvision will The subject of tolivision will also get a thorough onceover. "Pay-TV, Beating the Menace" will be the subject on Thursday (15) morning's session and will be the time the entire pay-ty program and problem is laid before the convenient Speakers and problem is the Speakers and problem will be supported to the convenient of the speakers and problem will be supported to the speakers and problem will be supported to the speakers and problem will be supported to the speakers and the speakers are speakers and the speakers and the speakers are speakers and the speakers and the speakers and the speakers are speakers and the speakers and the speakers are speakers and the speakers are speakers and the speakers and the speakers are spea problem is laid before the conven-tion. Speakers and panelists will discuss the danger to theatres of pay-tv, the legal aspects of the fight against pay-tv, and the falla-cies in the pay-tv proponents' claims. They'll also pitch for ex-hibitor support for the current anti-pay-tv petition campaign.

anti-pay-ty pertuon campaign.

TOA, of course, is not neglecting business-building and other aspects of theatre operations. A departure from the usual convention routine is the scheduling of the business-building as the opening forum instead of the previous keynote addresses.

note addresses.

No theatre convention in Hollywood would be complete without representation from the film colony. TOA has snared Walter Mirisch, David Lipton, Ross Hunter, Otto Preminger, Jerry Lewis, Jerry Wald, John Gavin, Joan Crawford, Dina Merrill, Maureen O'Hara and Doris Day. Latter will receive TOA's star of the year award.

#### PUBLIC AUCTION = PARAMOUNT THEATRE

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## Even AIP Pix Getting Upped Scales in Mpls.

"Regular" admission prices at local film theatres are becoming the exception instead of the rule. Upping of scales has been wide-spread and now that the boxoffice is booming nearly every picture coming to town commands a raised price.

coming to town commands a raised price.

The "regular" after 5 p.m. adult admission is supposed to be \$1 downtown and 85c uptown.

Currently, for example, even such far from blockbusters as "House of Usher" (AIP) "Portrait in Black" (U) are getting \$1.25. It was the same for "The Lost World" (20th), "Hannibal" (WB), "Time Machine" (MG) and "Hercules Unchained" (WB), which are nothing remotely resembling world beaters.

are nothing remotely resembling world beaters.
The current lineup also reveals "Ocean's 11" (WB), \$1.50; "The Apartment" (WB), \$1.45 (instead of \$1.25); "From the Terrace" (20th), \$1.25; "Psycho" (Par), \$1.25, and uptown "Pollyanna" (BV), \$1.25, and "Sons and Lovers" (20th), \$1.25. Then there are the hardticket "Ben Hur" (M-G) and "This is Cinerama" (Cinerama) at \$2.65 top.

#### Runaways

Continued from page 3 help the industry, not through sub

sidies, but by taking a more active role in facilitating film trade along lines recently advocated by MPAA prexy Eric Johnston.

prexy Eric Johnston.
In the course of the trip, Nicholson checked progress of various AIP projects now at work in Rome ("Goliath and the Dragon"), London ("Konga") and Copenhagen ("Reptilicus"), Latter is being produced independently by Sidney

("Goliath and the Dragon"). London ("Konga") and Copenhagen ("Reptilicus"). Latter is being produced independently by Sidney Pink, but will be released by AIP. "Talk about runaway production," said exec, "the situation in Rome has gotten to the point where it may be about to run away back to the States, if not Yugoslavia."

Infationary Cares

As an example of the high rising costs in Rome, he cited case of some caves which used to rent for location use at about \$100 a week. Cost is now \$100 a day. In addition, the Olympics have put a premium on technical men available. In London, ATP also has had a jamup on its "Konga," whose original sixweek shooting sked has stretched out to six months.

Problem there was caused by fact that the one camera equipped for making traveling mat shots was also being used by companies shooting. "Mysterious Island" and "Corgo." AIP was able to finish principal photography on "Konga" but got stymied with its special effects stuff. Biggest headache, Nicholson said, was over rental of a gorilla costume—"I'm serious." According to exec, there are only about three "decent" gorilla cost to recompany made a deal to rent one of the three (without a guy inside) for \$750 a week on a six-week contract that eventually extended to six months. Because costume was wanted back in Hollywood, enusing negotiations took on aspects of a major international crisis.

There are problems in Japan also, Nicholson reported. Company wanted to shoot luge Verweit "I'm very and to shoot luge Verweit "I'm very and the shoot luge Verweit "I'm very and the shoot luge Verweit "I'm very and to shoot luge Verweit "I'm very and also, Nicholson reported. Company verweit of the shoot luge Verweit "I'm very and the shoot luge Verweit

megotiations took on aspects of a major international crisis.

There are problems in Japan also, Nicholson reported. Company wanted to shoot Jules Verne's "In the Year 2889" there, but because of shortage of studio space, can't get availability for at least a year. As a result, film may be made in Hollywood, where Nicholson already has made plans to "personal-py produce" another Jules Verne story, "Master of the World." In fact, with exception of "All Baba and the Seven Wonders of the World," which is set to go in Japan, India, France and Denmark, all of AIP's upcoming product in next six months will be Hollywood-based.

There's an Ironical aspect to the shortage of studio space in Japan, Nicholson pointed out. Japanese producer- distribs, faced with mounting competition from tv, pinball parlors, installment buying, etc., and consequent falling theatre attendance, are turning to double feature programs. Thus, where comparable situation led to fewer ("but better") pix in U. S., Japanese industry has actually stepped up film production.

Exec returned to his Hollywood h.q. Thursday (1).

Exec returned to his Hollywood h.q. Thursday (1).

Pitt. B.O. Slump

#### Continued from page Price-Tilting Trend was breaking house records with

the picture all the other downtown films were soft, especially the Harris which opened with "Let's Make Love" against the tv blockbuster. Henry Burger, advertising head of the Stanley Warner chain here, re-ported that the nabes took a ter-rible beating on the nights of the two telecasts.

Bill Moclair, manager Bill Mociair, manager of the Penn and sitting comfortably with "Psycho" and a backlog of good pictures, said that if there is any harm being done, it is the siphoning off of the entertainment dollar ing on of the entertainment dollar into the ball games at Forbes Field. He said a family can only spend so much money for entertainment and when they go to the game they have to pass up the movies.

Ketchum, McLeod & Grove agency, created the slogan. Beat Em, Bues," for its client, Iron City Beer, which sponsors the Pirates on television and radio with Atlantic Gasoline and the Ford Dealers. In establishing the slogan which has become the symbol of the city's pennant fever, the agency commis-sioned lyricist Sy Bloom and ar-ranger Joe Negri to do a song with that title.

that title.

The boys came up with a real catchy tune, using the "Camptown Races" music, and it is probably the most widely played record in the city's history with every play on commercial time. The kids all over the city have picked it up and a lot of local bands are playing "Camptown Races," and just calling it "Beat 'Em, Bucs."

Band a Jink'

Bennek and his divisioned

Band a Jinx'
Benny Benack and his dixieland band, who now call themselves the Iron City six, recorded the song and were playing at all the Pirate games both home and abroad until outfielder. Roberto Clemente and pitcher Vernon Law said the band was a jinx. This made the front page of the Pittsburgh Post-Gazette Sun-Telegraph,
Ketchum, McLeod & Grove, early in the campaign, decided that there would never be complete public acceptance of their client's slogan because it was a brewery so they turned the whole campaign over to the Chamber of Commerce and roaring monster rally started out to invade every part of the city and suburban area.

Getting rich on the deal are the

Getting rich on the deal are the poster houses. Triangle Poster Co. has turned over 90% of its plant to making bumper cards and signs of all sizes bearing the slogan. It is not taking any new business and the only old accounts they are servicing are in the carnival, fair and circus business.

When and if the World Series comes here, there will be no night clubs in the downtown area. On the outskirts of the city, the big rooms are the Holiday House, the Ankara, the Twin Coaches and the Town House. The Fallen Angel is about four miles from downtown.

The other jazz rooms, the Bali Kea and the Chateau, are all withhe a and the Chaesu, are an with-in a \$2 cab ride. The Riverboat Room in the Penn Sheraton and the King's Garden in the Hilton will be places of merry-making along with special dances and af-fairs all the hotels in the city are planning.

planning.

Agents say there is no unusual demand for acts. George Claire, however, said he has never had so many strangers call up to ask for band availabilities in the early part of October. Pittsburgh's many hotels and motels will be able to house the visitors and there probably will be many please of amusement available.

#### Techni to Handle

Continued from page 3 =

tor. Dr. Kalmus, the founder and guiding hand of Techni for 45 years, continued to serve as consultant and director since his retirement as president and general manager last Jan. 1. His retirement from all executive positions with Technicolor Inc. and Technicolor Corp. was effective Aug. 31. John R. Clark Jr., has been prexy and general manager since Jan. 1.

The vacancy on the board cre-

The vacancy on the board created by Kalmus' resignation was filled with the election of Thomas J. Welsh, executive v.p. and a director of Eversharp Inc.

## AFM Loses in Bid To Crimp WB Sale **Of 122 Post-'48 Pix**

American Federation of Musicians lost its bid to block the sale of Warner Bros.' post-48 pix to tv. AFM unsuccessfully sought a temporary injunction in N.Y. Federal District Court, holding that it was entitled to tv royalty rights. The decision which has wide

it was entitled to tv royalty rights.

The decision, which has wide ramifications for all post-48 pix sold to tv, was rendered by Judge William B. Herlands. Herlands said that if the court allowed the AFM to pursue its course it would be "infringing on the representation rights of the Music Guild of America." MGA is the bargaining agent since 1958 for musicians employed by Warner Bros.

WB has been bolding up the

agent since 1305 for musicians employed by Warner Bros.

WB has been holding up the closing of its \$11,000,000 deal with Creative Telefilms & Artists, pending disposition of the suit. Creative Telefilms Is the Louis Chester-Eliot. Hyman outfit which acquired the 122 WB cinematics.

Judge Herlands opined that the AFM claim doesn't have "a leg to stand on." He went on to refer to the old AFM contract with WB, the contract which expired in '58. He commented on a "thereafter" clause in the contract, refering to musical rights in pix. He said a literal interpretation of the clause was "unfeasible."

#### **Wall St. Ponders**

Continued from page 3 &-Broad commission houses fol-

lowed suit.

They underlined for the benefit of their own personnel, and subsequently their accounts the capisequently dike the post-1948 features) and "hidden assets," meaning properties carried on the books at substantially less than market value. Further, there's the prospect of pay-television where Par in on the ground floor with its International Telemeter. Still further, theatrical production and distribution, said the savvy brokers, are not to be overlooked.

All in all, it added up to a nice investment item. But what will Par's board of directors, includ-

All in all, it added up to a nice investment item. But what will Par's board of directors, including president Barney Balaban and vp-tinance man Paul Raibourn, decide upon on the heels of the Stock Exchange rave notices? Fact of the matter is that as of this past week the board hasn't decided. Company's board members still aren't mentally used to the idea of the stock selling at the current high level and they've got to become acclimated before taking any new kind of action.

#### HOTEL SALISBURY An Breellent Hotel in Mid-Manhattan NEW YORK CITY

Very large Rooms Walk-in Closets Serving Pantries Air-conditioning . TV Daily rates from

Residence of the Stars.

\$10 for one, \$15 for two Parlor suites from \$20 Residence rates quoted 123 West 57th Street, New York 19, N. Y. Circle 6-1300 or, call your local "Ask Mr. Foster Travel Service." Coast to Coast.

## New York Theatre

HABIS CITY MUSIC HALL "SONG WITHOUT END" THE STORY OF FRANZ LISZT starring DIRK BOBARDE or Front Liest ON THE OREAT STAGE "PESTIVAL"

# JOSEPH FRYD

takes pleasure in annnouncing
TWO superspectacles in Eastmancolor
produced by
ADELPHIA COMPAGNIA CINEMATOGRAFICA
Rome, Largo Ponchielli, 6.—tel. 848877

# IVAN THE CONQUEROR

Directed by PRIMO ZEGLIO

Organization: EMIMMO SALVI

Producer of: "DAVID AND GOLIATH"

"GOLIATH AND THE BARBARIANS"

CinemaScope — Eastmancolor

STARTING NOVEMBER, 1960

# THE GREAT KNIGHT

from the famed epic by Ariosto,

"L'Orlando Furioso"

CinemaScope — Eastmancolor

Distributed in Italy by Cino del Duca

WORLDWIDE SALES: JOSEPH FRYD - ROME - Cables: Allied, Rome

## Whopping \$1,163,900,000 TV Revenue For '59 Represents 13% Increase; Profits Estimated at \$222,300,000

Washington, Sept. 6
Total television revenue boomed to \$1,163,900,000 during 1959—a 1376 jump over 1958 when the industry soared over the billion dollar barrier for the first time.

The figure, contained in Federal Communications Commission's final ty financial report for the calendar year, comprises the sale of time, talent and program material to advertisers.

The report listed the industry's profits before Federal income tax at \$222,300,000—an increase of over 29% over 1958. Expenses of the industry increased only \$7.7\(\cdot\) to \$941,600,000 during the year.

The three ty networks including

The three tv networks, including The three tv networks, including their 17 o&o stations, amassed a total of \$776.100,000—an increase of 11.5% over the previous year. Broadcast expenses for the webs rose 11% to \$488.200.000 wille profits jumped 14.2% to \$87.900.000. The webs accounted for 49.5%

000. The webs accounted for 49.5% of the total industry revenues. Revenues from the sale of network time to advertisers was reported at \$445,800,000 compared with \$424,500 000 in 1958. Sale, of time to national and regional advertisers accounted for \$424,200,000—a rise of 22.9% over 1958. Local time sales brought in \$200.600,000 last year—up 10.6%. Total time sales for the industry amounted to \$1,070,600—an overall 12.6% increase.

600.000 last year—up 10.6%. Total time sales for the industry amounted to \$1,070,600—an overall 12.6% increase.

The 93 pre-freeze VHF stations garnered \$291,200.000 in total revenues compared with \$263,600.000 in 1958. Expenses rose from \$187.200.000 in 1958 to \$196,100.000 last year. while profits increased to \$95,100.000 from \$75,800.000 the year before. Altogether the pre-freeze outlets garnered 25% of total industry revenues.

The 411 post-freeze stations pulled in \$296,600.000 during 1959—representing 25.5% of the total for the industry. Of these stations 34 were VHF. The VIIF outlets reported a revenue total of \$268.-600.000—a 20.1% jump over the previous year. Profits for the VHFers totalled \$39,800.000 compared with \$21,300.000 in 1958. Revenues for the 77 UHF stations were reported at \$23,000.000—compared with \$26,100.000 in 1958. Overall, the UHF stations were into the red \$500.000. whereas during 1958 their loss total was \$2,200.000. 35 U's Show a Profit Of the 496 stations reporting data for full-year operation. 370—or 746%—showed a profit and 126—or 254%—were losers. The VHF stations as a group divided up into 78.5% in the bl. ck and 21.5% in the red. This compares with 70.6% of the VHFers, reporting profits in 1958 with the remaining 29.4% reporting losses. Only 35 of the 69 UHF stations yeopred profits last year. In 1953, 27 UHFers were profitable.

Of the total broadcasting revenues, \$890.400.000—or 77%—came from sale of time and \$273.-500.000 from talent and program material.

## Met's \$747,924 6-Mo. Earnings

Metropolitan Broadcasting Corpearned \$747,924 for the 26 weeks ended July 3, on a total gross of \$19,177.895. Figures were contained in a report to stockholder... in which Metropolitan prexy John Kluge stated that "the second quarter of 1950, for the first time, gave some indication of the greatly increased earning power of your company as now constituted."

No comparative figures for 1959 were given "because of the broad changes in the company's operations and the major additions to its properties early this year." But the report contained a copy of Kluge's remarks before a meeting of security analysts in San Francisco Aug. 2, and these remarks indicated that comparative first-half figures for 1959 were carnings of \$1,004,000 (there were no taxes during 1959 on Met earnings, but there were in 1960) and a gross of \$8,075,000.

#### Bless That Tape!

Bless I hat lape:
Three of the principal performers in CBS-TV's "Brighter Day" soaper are going into Broadway shows this fall. Joe Sirola cast for "The Unsinkable Molly Brown," Marian Winters into "Sweet and Low," and Gloria Hoye will understudy in "Face of a Hero."
What did they do about those Wednesday mati

those Wednesday ma

## **Networks Map** Strategy in Ban Of 'TV Lawyers'

Hollywood, Sept. 6.

Reps of the three networks and several local channels met last week and agreed on a plan designed to head off the L.A. Barra Assn.'s proposed baa on attorneys appearing on television.

specific wording of the rules regulating such stints will be held up until after a further meeting, according to Edgar A. Jones, UCLA law professor and a "judge" on two ty court shows.

In developing them, he said, the rules—which each producer using lawvers as actors will be expected to sign — have been coordinated through the special committee set up to investigate the matter by the California State Bar Assn, weeks ago.

weeks ago.

Jones said he believes the guide, which relates problem of lawyers-as-actors to pertinent canons governing the legal profession, will be accepted by the State Bar Assn. the only agency, which can discipline California lawyers and what the American Bar Assn. (which like the L.A. County Bar Assn.) can only advise will be similarly satisfied.

Affected are two network shows

Affected are two network shows
—"Day in Court" and "The Verdict is Yours"—and a number of
syndicated shows, including "Divorce Court," all of which are produced in California.

duced in California.

Proposal of the L.A. Bar to ban kickoff regular color tv. broadcast-such appearances by lawyers has been under debate since February. The three are the semi-Governmenters not to appear. Essentially, those favoring the ban claim tv appearances by attorneys amounts to self-advertising and those opposing it assert the profession is shown more favorably when portrayed by practitioners.

Three key stations are about to kickoff regular color tv. broadcast regular color tv. broadcast regular color tv. broadcast are the semi-Governmental Japan Broadcasting Corp. (NIIK), and the commercial Nipappearances by attorneys amounts to self-advertising and those opposing it assert the profession is shown more favorably when portrayed by practitioners.

#### Vic Mizzy as NBC's Own Special Cleffer

Vic Mizzy has an NBC-TV conract to write theme music for a
number of network iv stanzas. Deal
will eventually work out to several
musical jobs for the web, but the
composer of "My Dreams are Getting-Better All the Time" and "The
Jones Boy" is working presently
on scoring episodes of the Friday
summer series, "Moment of Fear."
Mizzy has already completed
themes and orchestrations for the
upcoming "The Shirley Temple
Show" and some for "Klondike,"

## British Com'l TV In Cutback on Ads

The British commercial tw webs are now finalizing changes in program presentation to accord with the Independent Television Authority's ruling made last May, that the optimum amount of advertising now carried in one clock hour must be cut back. At present, peaktime viewing purveys eight minutes of commercials per hour, but as from next month this will be reduced by half a minute and, on Christmas Eve, by a further 30 seconds.

The webs have already decided The British commercial tv webs

The webs have already decided that one-hour plays shall carry one break for commercials instead of the hitherto two. Break will last three minutes 10 seconds and come after a first act of at least 25 min-

Under the Television Act, ty companies are allowed to carry a daily maximum load of advertising averaging out at six minutes an hour. New regulation doesn't affect this principle, but merely salecuards against what's regarded in some quarters as an "overloading" in peak hours.

#### Demos Need \$6,000,000 For Travel & Television

Washington, Sept. 6.

Democratic Party fundraisers have currently set \$6,000,000 as the figure the Kennedy-Johnson campaign requires for what is called "T'n" That

That means, Democrats explain, he money needed "travel and television."

#### Japan Tints Up

Tokyo, Sept. 6.
Three key stations are about to

## TV Profits: Market-by-Market

Washington, Sept. 6.

New York is again at the top of the tv markets on revenue and income for 1959. Seven stations garnered \$69,534,724 in total revenues with income, or profits, standing at \$29,323,128 after \$40,211,000 in expenses. Of the revenue total, \$11,070,000 was accounted for by the networks, \$53,851,982 from sale of time to national and regional advertisers and \$10,570,115 to local advertisers.

Los Angeles was number two with \$45,610,926 in total revenues from seven stations. Expenses for the L. A. outlets totalled \$35,997,499, leaving a profit of \$9,613,427. Of the time sales, \$5,301,919 were by the networks, \$28,544,778 to national and regional advertisers and \$16,991,897 to local advertisers.

Other markets in order of total revenues were.

Chicago. \$38,853,073 in revenue and \$13,393,188 in profits or i come; Philadelphia, \$22,463,765 in revenue and \$7,170,814 in income; Boston, \$19,531,021 in revenue and \$8,601,598 in income; Petroit, \$17,448,502 in revenue and \$7,673,996 in income; San Francisco-Oakland, \$16,652,358 in revenue and \$6,092,079 in income; Cleveland, \$15,597,292 in revenue and \$7,040,308 in income; Pittsburgh, \$15,356,170 in revenue and \$2,506,020 in income; St. Louis, \$11,292,045 in revenue and \$2,506,020 in income; Cicinnati, \$9,603,834 in revenue and \$2,506,020 in income; Cicinnati, \$9,603,834 in revenue and \$2,536,620 in income; Cicinnati, \$9,603,834 in revenue and \$2,536,8219 in income; Mintapolis-Bloomington, \$8,607,389 in revenue and \$2,450,894 in income; Mintapolis-Bloomington, \$8,607,389 in revenue and \$2,450,894 in income; Mintapolis-Bloomington, \$8,607,389 in revenue and \$2,450,750 in income; Mintapolis-Bloomington, \$8,607,389 in revenue and \$2,450,600 in income; Mintapolis-Bloomington, \$8,607,389 in revenue and \$2,450,600 in income; Mintapolis-Bloomington, \$

## **TV Network Premieres**

SATURDAY, SEPT. 10
Tall Man (film), Western, NBC, 8:30-9 p.m. R. J. Reynolds via
Esty and Beechnut-Life Saver via Young & Rubicam.

TUESDAY, SEPT. 13
Thriller (film), Mystery, NBC, 9-10 p.m. Particlpating clients.

WEDNESDAY, SEPT. 14
The Aquanauts (film), Adventure, CBS, 7:30-8:30 p.m. Particlpating clients.

SATURDAY, SEPT. 17 Cheekmate (film), Adventure, CBS, 8:30-9:30 p.m. Lever via J. Walter Thompson, Kimberly-Clark via Foote, Cone & Belding and Brown & Williamson via Ted Bates.

#### **SPECIALS**

Miss America Pageant (live), CBS, 10 p.m.-midnight. Philco via BBDO, Toni via North Advertising and Oldsmobile via D. P.

(Lists of network premieres include only programs new to tele-vision and the few instances of programs changin networks for the '60-61 season.)

## **Brinkley-Huntley Lure Longmes** Coin for NBC-TV Campaign Series

#### RCA's Dividend

RCA declared a quarterly dividend of 25 cents on the company's common stock. It's payable Oct. 24 to holders of record on Sept. 16,

Dividend of 87½ cents on each share of first preferred stock is also being paid by RCA on Jan. 3, 1961 to holders as of Dec. 2, 1960.

## **Congress Quits** Without Okaying **Monitor Fund**

Washington, Sept. 6 The Senate Subcommittee set up to investigate political broadcasts this Fall has the authority to func--but not the cash.

Congress adjourned without approving the \$150,000 the three-member subcommittee headed by Sen. Ralph Yarborough (D-Tex.) wanted to finance extensive nation-wide monitoring of political programs.

wide monitoring of political programs.

The subcommittee, as a result, has a mere \$35,000, which the Senate gave it previously. According to Yarborough, the salaries of its two will eat up \$5,978 of that over the four months, leaving only \$29,002 for all other purposes, including the pay of stenographers. The subcommittee had wanted to spend \$72,000 on monitoring alone. A budget of \$27,800 for travel had been proposed, too, among other large items Yarborough felt necessary to do the job.

been proposed, too, among other, large items Yarborough felt necessary to do the job.

Such a large outlay for politicians to check how radio-ty handles politicians ran into considerable Republican opposition.

Two Democratic Senators also openly opposed the appropriation.

Sen. Frank Lausche (D-Ohio) said the Federal Communications Commission should handle such an investigation, rather than a Congressional subcommittee which the majority party in Congress could at all times control. The Democrating the in the drivers seat now, warned Democrat Lausche, but the GOP may be at the time of the next election.

Sen. Allen J. Ellender (D-La.) thought \$150,000 was too much money to turn over to the Yarborough group.

#### WCAU-TV's Vote Special

WCAU-TV's Vote Special
Philadelphia, Sept. 6.
WCAU-TV, in cooperation with
several civic groups, is televising
a one-hour special next Tuesday
(13) to remind voters to register.
Show, "Make Your Mark," stars
Jonathan Winters, Raymond Burr
ton tape), the Mariners, the Ritts
Puppets and local performers Dick
Lee, Susan Barrett and Bill Hart.
Cooperating with the station are
the Philadelphia Nonpartisan Register & Vote Committee, League of
Women's Voters, Labor's League
for Political Educati Junior
Chamber of Commerce and the
American Heritage Foundation.

"NBC-TV news department fell heir to a handsome chunk of politi-cal program sponsorship this week as Longines-Wittnauer Watch Co, bought a series of eight one-hour programs called "The Campaign & The Candidates." Network plans to slot the programs Saturdays at 9:30 p.m., from Sept. 17 to Nov. 5, inclusive.

Four of the programs will fea-ture Chet Huntley and David Brinkley, with Louis Hazam set to produce. Other four programs, nar-rated by Frank McGee, will be produced by Chet Hagan.

McGee will host the opening stanza, Sept. 17, and the closing stanza, Nov. 5. In these cases the programs will be tape-film-live summaries of the campaigns up to

programs will be tape-nim-live summaries of the campaigns up to those dates.

Deal; believed worth about \$490,-000 in time and talent charges to NBC-TV, was closed via Longines to NBC-TV, was closed via Longines for Huntley-Brinkley. It's believed the promise of their participation in half of the eight programs was, proportionately, half the inducement for the watch anufacturer to buy the Saturday night series.

Other half of the H-B drawing power was their ability, it now appears, to get Messrs. Kennedy and Johnson, for the Dems, and Messrs. Nixon and Lodge, for the GOP, to each volunteer to appear in a sponsored program. NBC wort confirm at this point; but it is reliably reeach volunteer to appear in a sponsored program. NBC won't confirm at this point, but it is reliably reported that the network has guarantees, or, at least, near-guarantees from the four major party candidates, that they will submit to separate taped interviews. The interviews are each expected to be 40 minutes long and they will constitute the body of the four 60-minute H-B programs.

Seeming fact that NBC could get the Presidential and Vicepresidential sopiants to agree to sponsorship of them as interviewees, is considered by the observers who know about the H-B-NBC maneuver as the neatest trick of the ty season—Jack Paar notwithstanding.

## **NBC Setting Up UN News Desk**

NBC News veepee Bill McAndrew is going to set up a news desk at the United Nations to bolster the web's commentators there. Network has been using one additional commentator, as it is, to support NBC's UN regular, Pauline Frederick, and shortly it's going to add two editors.

One of the editors will. "Jeg It" around the UN's N.Y. headquarters to pick up any fast-breaking spotnews, thereby leaving Miss Frederick and her commentary cohort free to do on-camera work. Other editor will act as hission with the network news department's homeoffice to find out how much is needed and when it's needed.

NBC figures that in the next several months news from the UN will take on increased importance. The "news desk" and the additional commentator will be put in.

The, "news desk" and the addi-tional commentator will be put in-use as often they are needed, ac-cording to the web.

# Y&R'S POST-'48 NETWORK YEN

## Pat's Pals: Where Are They Now?

The announcement last week that Fred Wile was moving into Advertising Council pastures as head of the West Coast operation has cued a lot of wonder in the Madlson Ave.-network marts as to what has happened to the "Pat Weaver gang" which was operating at NBC in what many still characterize as "the golden era of tv."

Weaver himself is now president of McCann-Erickson Inter-national, a job which keeps him practically in constant orbit. As for the others:

As for the others:

Dick Pinkham is now v.p. In charge of television and radio at Ted Bates agency;
Mort Werner is senior v.p. in charge of television and radio at Young & Rubicam;
Mike Dann is v.p., tv. programming at CBS-New York;
Tom McAvity is v.p. of television-radio McCann-Erickson;
Joe Culligan is a senior veepee at McCann-Erickson;
Jerry Chester is v.p. in charge of daytime programming at ABC-TV.

Wile has checked out of the John Guedel packaging opera-tion for the Advertising Council post.

## NBC 'Monitors' a Stickup

Dick Jennings Trails a Hood and Comes Up With Some Exciting Radio Coverage

Trio of gunmen who last week tired to pull off a B-pix style day-light raid on the New York for-eign-money firm of Lionel Perera, Manfra & Brookes (which resulted in a wild shooting fray that saw the death of one robber and wounding of two policemen) would have been wise to pick a mark somewhere other than Rockefeller Centre.

New Jersey).

As the cabs pulled up to the funnel entrance, cop leaped out and made like "Dragnet." Thrusting his service pistol. in the window of fugitive's car, he said, "Make one move and I'll blow your brains out." He slapped the

(Continued on page 42)

## **Congress Stalls** On Kintner, King

Washington, Sept. 6.
Three key Eisenhower appointments were left unconfirmed as the special August session of Congress called it quits.
Federal Trade Commission Chairman Earl W. Kintner, whose term expires this month, was given a brief hearing by the Senate Commerce Committee last Spring, but action was never forthcoming.
Acting Assistant Attorney General Robert C. Bicks, head of the antitrust division, similarly was given the cold shoulder by the Senate Judiciary Committee.
Federal Communications Commissioner Charles Edward King, named to the vacancy left by former Chairman John C. Doerfer was nominated twice—just before the regular session of Congress adjourned in July and at the begin-

#### Scott, Sugg on NBC Board

Two new names have been added to the NBC board of directors. They are Walter D Scott, who is executive v.p. of NBC-TV, and P. A. (Buddy) Sugg, executive v.p. of the NBC wined & operated stations and the spot sales division. Election was confirmed at the board's Friday (2) meeting.

# somewhere other than Rockefeller Centre. Whole bit happened virtually under the news nose of NBC "Montor's" assistant managing editor Dick Jennings—all of which was too bad for one of the hoods who managed to escape the flying lead of N.Y.'s brave and fine. Jennings exiting a nabe restaurant after a luncheon crumb, heard cries of "holdup" then spotted a man ru ing south from the scene. He decided to follow. He trailed the man while he cut a corner and discarded a black leather jacket in a city wastebasket leather jacket j

Jennings: cab trailed unnoticed and finally came across a traffic cop at 42d and Ninth, about three blocks south and two west of the outset of the four-wheel trail.

Jennings quickly explained the station WBBM-TV in Chicago.

Jennings quickly explained the constituation to the officer, who situation to the officer, who industed in while Jennings cab followed the fugitive's vehicle to the Lincoln Tunnel entrance (tunnel goes under the Hudson River to New Jersey).

As the cabs pulled up to the tunnel entrance, cop leaped out tunnel entrance, cop leaped out and made like "Dragmet." Thrust is the air-credit line goes.

der the supervision of CBS News," as the air-credit line goes.

In the recent past, CBS-TV turned down some fancy Shulton business when it refused to carry. The Race for Space" on grounds it was an outside package in the news field and network policy called for CBS News-only programming on the web. On the New York local level, WCBS-TV turned down "CBS Views the Press" in a policy conflict—since the station would be carrying the show exclusively, it wanted some say content, but the show was being produced for it by CBS News.

Then last week, along comes

Then last week, along comes WBBM-TV, which unlike WCBS-

(Continued on page 38)

#### **GUTHRIE'S 'PINAFORE'** TAPED AS SPECIAL

Tyrone Guthrie's production of "HMS Pinafor," from the Gilbert & Sullivan-repertoire; was taped in Canada late last month by CBC and Contemporary Productions of Canada, Producers are trying to line up a network exposure in the U. S. for sometime next fall.

According to a spokesman for Guthrie, CBC is trying to make it a simulcast (Canada and U. S.) for sometime in late October, after the production concludes a five-week engagement at the Phoenix Theatre in N. Y.

# MULTI-CLIENT

Young & Rubicam brought many of its clients into ABC-TV's "Operation Daybreak" programs two years ago, and now is on the verge of bringing the same clientele into a network tv program consisting entirely of major post-1948 feature films.

a network tv program consisting entirely of major post-1948 feature films.

Y&R is known to be dickering with both 20th-Fox and Columbia (via latter's Screen Gems subsidiary) for somewhere between 20 and 30 full-length films. Agency has a long list of big clients, which Y&R would then like to bring in as participants in a one-night-aweek feature film program. NBC-TV appears to have the laide track. Web could probably clear away its existing programming on Saturday nights, after 9:30, to make room for the big-time pix. Program could run 90 minutes to two-hours, with room made for anywhere from nine to 12 one-minute commercials weekly.

ABC offered special discounts to attract the several Y&R clients into its daytime programming schedule two seasons ago, and its felt that NBC, in order to pick up commercial business in the lean late Saturday hours, might do the same. If Saturday falls through as a possibility. NBC might be able to clear 90 minutes on some other night.

It has been discussed by a number of people, and the consensus is Y&R would probably pay in excess of \$70,000 for just one run of each post-48 feature it chooses. This would leave the Col and 20th studios free to distribute the films

#### La Roche, Too

C. La Roche, like Young & Rubicam, is interested in features too, at least one feature, that is.

Company, which has Norelco as an account, seeks to buy 'Bell, Book & Candle," a Columbia feature made two years ago, for use as a tw-special.

late on to local stations and thereby make still more money out of them. A nut of \$70,000—or even \$80,000 a week—is far and away, lower than most clients can expect to pay for tv-made product of sim il lar blockbuster potential, especially when the tv product has to be made to fit 90 minutes or two hours of airtime. Such items often run over \$200,000 in production costs. late on to local stations and there

Theory of using motion pictures

Theory of using motion pictures per se is seen as a twist on the common trend of constructing ty specials from the plots of famous motion pictures. Why, it is asked, pay for an adaptation of a strong original when the original can be bought for less mond?

20th Fox last week released several pictures for market-by market syndication to National Telefilm Associates, but the major studio hias hundreds more films in its post-48 catalog still in its rost. 48 catalog still in its post-48 by the common the Y&R by the common the Y&R by the common the Y&R by the common the Continued on page 42)

## **Choosing Newsmen as Panel For Kennedy-Nixon TV Spectaculars** A Ticklish Issue: Set Up Formats

Y & R Ups Mort Werner

Young & Rubicam's tv toppe ort Werner has been named senior veepe

senior veepee.
Werner joined the agency in
1959 from Kaiser industries where
he was a veep in charge of the
firm's tv programming and advertising and took part in developing
of the Kaiser tv and radio stations
in Honolulu.

in Honolulu.

Before joining Kalser, he was a veepee at NBC in charge of national programming.

## **Revion Goes With** 'Pan,' But Only If Other Half Sold

Revlon has put in an order with duction of "Peter Pan" with Mary Martin. But Revlon is only buying half sponsorship of the tint special, with the purchase contingent on the network selling the other half. Revion is reportedly paying \$300,-000 for the half sponsorship.

000 for the half sponsorship.
Thus far, however, there have been no takers for the alternate bankrolling. Revlon it's understood, has given the web until Sept. 18 to make a sale, otherwise has notified the network it will cancel out. Miss Martin is willing to go along on a full sponsorship basis.

basis.

Show is scheduled for taping over a three-week period in November, with a late December (around holiday time) showcasing. It will not interfere with Miss Martin's continuance in "The Sound of Music" Broadway musical. She's under contract to stay with the legiter until October, '61.

The BBC has given the okay for Cecil McGivern its deputy director of television, to appear on a commercial channel. McGivern will conduct an inquiry into British television for Granada TV. Skedded for November airing and largely shanted to schools it is designed as serious talk on how to run a tv service.

McGivern has been told that can mention the BBC he likes dout.

service.

McGivern has been told that he can mention the BBC as much as he likes during the 25-minute program. Says Sidney Bernstein, boss of the Granada web; "We wanted an expert and McGivern has been running tv programs longer than anyone else. We felt that in such an inquiry he'd be entirely independent."

Washington, Sept. 6.

Now that the dates have been picked for the Kennedy-Nixon spectaculars on all radio and television networks simultaneously, a major unresolved detail is how newsmen will be chosen to ask the questions on two of the shows.

will be chosen to ask the questions on two of the shows.

There's at least a shade of political prejudice in every newspaperman who pounds a typewriter, as well as in each radio or tv commentator. The question of how to "balance" a panel of newsmen so that nelther Nixon nor Kennedy has an advantage is a current high level problem.

The Sept. 26 (Monday) and Oct. 21 (Friday) programs will be "Great Debates." The Oct. 8 (Saturday) and Oct. 21 (Friday) programs will be Q-A sessions, with topranking newsmen doing the quizzing. Everything is now firmed any except for the Oct. 8 date which remains tentative for the time being.

Both Nixon and Kennedy are.

ing.

Both Nixon and Kennedy are, if anything, overly cautious about every detail of their joint-appearances. Each recognizes that the four appearances could be the single most important factor of the entire campaign period in the outcome of the election. Television, in other words, may well hold the political balance of power in 1960.

There will be a time limit on both questions and answers, although the exact time ceiling hasn't yet been fixed. Questions will be alternated between the two candidates, to guarantee that etch is asked an identical number. Neither can employ a familiar Senatorial technique and filibuster.

Both Kennedy and Nixon fussed

Both Kennedy and Nixon fussed with the thorny problem of chosing a panel and tossed the issue to their press secretaries to resolve. their press secretaries to resolve. Pierre Salinger (the Kennedy press man) and Herbert G. Klein (Nixon's) have already discussed the situation without doing anything final. The webs want to be in on the ultimate decision because they have some ideas on the makeup of the panel, too. The nets would like broadcasting represented, but, more than that, want to be certain that the reporters selected know how to handle themselves on ty.

The opening "Great Debate" for-

A 55-minute tribute to Oscar Hammerstein 2d is being rush-prepped for airing nationally on the commercial tv network Sept. 21. Originating company will be Associated-Rediffusion Ltd., which covers the London region week-days.

days.

Players already lined up include
Players already lined up include
Dennis Lotis, Players already lined up include Edmund Hockridge, Dennis Lolis, Ina Wiata. Helena Scott, Shirley Eaton and Nicolette Roeg. It's planned to incorporate excerpts from seven or eight celebrated shows that carried Hammerstein lyrics, from "Sunny" to "The King and I," possibly via film clips in some instances. A-R will transmit the program from its hefty Studio 5- at Wembey.

At the time of Hammerstein's

5 at Wembey.

At the time of Hammerstein's death, A-R was pondering the notion of pushing out a spectacular to mark the fifth anniversary of the start of commercial tv in Britain, which falls on Sept. 22. But the tribute was quickly skedded instead.

## Du Pont Nixes 'Black Sox' Spec

Du Pont has reversed its okay of Talent Assoc's dramatizati of baseball's "Black Sox Scandals" as the opener for this season' CBS-TV "Show of the Month."

No reason for axing could be uncovered yesterday (6 at the agency BBDO or from network executives, but a BBDO spokesman said he coundn't understand how the project had received a goahead from Du Pont in the first place.

Talent Assoc's David Susskind said TA was unable to get a release from the one living player of six involved in the scandal. Presented on Sept. 30, the hour and a half vidtaped drama of the Clictago White Sox planers alleged sellout to gamblers during the 1919 World Series would have been aired virtually on the eve of this fall's baseball classic. And Du Pont, known to have thumbed-down several scripts of a less explosive potential in the past, would hardly be picked by industryites as the firm to knock the great American pastime under any circumstances.

Alex Segal was slated to direct the Eliot Asinol script.

who? what? where? when? why? and how!

## You

should buy 20-second announcements and IDs

on the five CBS Owned television stations

during the prime evening hours

because you'll reach 31% more homes than with the same schedule on the second (Network B) stations... 34% more than on the third (Network C) stations.

No question about it. Call CBS Television Spot Sales.

VARIETY'S weekly tabulation, based on ratings furnished by American Research Burcau, highlights the top ten network shows on a local level and offers a rating study in depth of the top ten syndicated shows in the same particular market. This week ten different markets are covered. In the syndicated program listings of the top ten shows, rating data such as the average share of audience, coupled with data as to time and day of telecasting competitive programming in the particular slot, etc., is furnished. Reason for detailing an

exact picture of the rating performance of syndicated shows is to reflect the true rating strength of particular series. Various branches of the industry, ranging from media buyers to local stations and/or advertisers to syndicators will find the charts valuable. Over the course of a year, ARB will tabulate a minimum of 247 markets. The results of that fabulation will be found weekly in VARIETY. Coupled with the rating performance of the top ten network shows on the local level, the VARIETY-ARB charts are designed to reflect the rating tastes of virtually every to market in the U.S.

TOP TEN NETWORK SHOWS RK. PROGRAM—DAY—TIME STA.	AV. RTG.	TOP SYNDICATE RK. PROGRAM—DAY—TIME	D PROGRAMS STA. DISTRIB.	AV. RTG.	AV.	TOP COMPETITION PROGRAM STA.	AV. RTG.
1. Perry Mason (Sat. 7:30-8:30)	33.2	1. Play Of The Week 'Thurs. 8:00-10:00)	KCOP NTA	14.1	21.6	Donna Reed KABC Real McCoys KABC	15.2 23.8
2. Wagon Train (Wed. 7:30-8:30)	32.8				-	Zane Grey Theatre KNXT Summer On Ice KRCA	15.9
3. Gunsmoke Sat. 10:00-10:30)	29.1	2. Lock-Up (Sat. 7:00)	KABC Ziv-UA	11.9	36.0	Silent Service KCOP	31.5 7.6
3. Red Skelton (Tues. 9:30-10:00)KNXT	29.1	2. Lock-Up 'Sat. 7:00'. 2. Rescue 8 (Tues. 7:00'. 3. Sea Hunt (Fri. 10:30').	KRCA, Screen Gem	11.6	25.6	Huckleberry Hound KTTV Person To Person KNXT	11.3 17.2
4. Have Gun, Will Travel Sat. 9:30-10) KNXT	28.5	4. Huckleberry Hound (Tues. 7:00; Sun. 5:30)		s 9.6	29.5	Rescue 8	11.9 6.0
4. What's My Line (Sun. 10:30-11:00)KNXT	28.5	5. Hiram Holiday (Sun. 6:00) 5. Quick Draw McGraw (Mon. 7:00)	KABC CNP KTTV Screen Gem	9.3 9.3	27.6 21.6	Meet The Press KRCA 7 O'Clock Report	7.6
5. Summer On Ice (Thurs. 9:30-10:30) KRCA	28.0 27.2	6. The Vikings (Sun. 6:30)	KABC Ziv-UA	9.0	23.9	CBS News-D. Edwards KNXT 20th Century KNXT	9.0 11.0
6. Danny Thomas (Mon. 9:00-9:30)KNXT 7. Ed Sullivan (Sun. 8:00-9:00)KNXT	26.8	7. Death Valley Days Thurs. 7:00)	.KRCA U.S. Borax	8.6	22.1	17 O'Clock Report CBS News-D. Edwards KNXT	9.0
8. 77 Sunset Strip (Fri. 9:00-10:00) KABC	26.0	7. Manhunt (Mon. 7:00) 7. Not For Hire (Wed. 10:00)	KRCA Screen Gem KABCCNP	8.6 8.6	20.0 15.7	Quick Draw McGraw KTTV U.S. Steel Hour KNXT	9 3 19 <b>9</b>
DETROIT		STATI	ONS: WJBK, WWJ, V	VXYZ, (	CKLW	. SURVEY DATES: JUNE 1-7	1960.
1. 77 Sunset Strip (Fri. 9:00-10:00) WXYZ	38.6 35.0	1. Sea Hunt (Sat. 10:30) 2. Huckleberry Hound (Thurs. 7:00)	WJBK Ziv-UA	26.9	59.3	Jubilee, U.S.A. WXYZ	9.4
2. Real McCoys (Thurs. 8:30-9:00)	31.6	3. Shoteun Stade (Thurs. 10.30)	. WWJMCA	17.8	300	Michigan Outdoors WWJ Sid Caesar WJBK	11.3 14.4
4. Red Skelton (Tues. 9:30-10:00)WJBK 5. Untouchables (Thurs. 9:30-10:30)WXYZ	31.3 29.2	4. Not For Hire (Sun. 10:30) 5. Divorce Court (Tues. 7:00)	WJBK KTTV Prog.	16.3	34.8	What's My Line WJBK Brave Stallion WXYZ	18.8 6.3
6. Summer On Ice (Thurs. 9:30-10:30)WWJ	29.1	6. U.S. Marshal (Tues. 10:30)	Sales .WWJ, NTA	14.1 12.8	39.81	Sugarfoot WXYZ Garry Moore WJBK News; Sports; News-	14.7 22.8
7. Perry Como (Wed. 9:00-10:00)	28.9 28.8		and the second second	10.7	1	/ Huntley-Brinkley W.W.F	9.1
9. The Rifleman (Tues. 9:00-9:30) WXYZ  9. Danny Thomas (Mon. 9:00-9:30) WJBK	26.9	8. Bozo The Clown (Sat. 9:00) 9. Death Valley Days (Fri. 7:00) 9. The Honeymooners (Sat. 6:30)	WWJ Jayark WXYZ U.S. Borax	10.6 9.7 9.7	58.6 29.0	Roy Rogers WJBK Major League Baseball WJBK Early Show WJBK	6.9 16.6 5.0
KANSAS CITY				смо,	КМВС	SURVEY DATES: JUNE 1-7	1960.
a man and constant	55.0	1. Mike Hammer (Sat. 9:30)	КСМОМСА	33.2	82.6	Take A Good Look KMBC	6.3
1. Wagon Train (Wed. 6:30-7:30)	33.8	2. Phil Silvers Show (Wed, 9:00) 3. Whirlybirds (Sun. 10:00)	KMBC CBS	19.9 18.9	55.0	U.S. Steel Hour KCMO News: Weather WDAF	15.9
3. Red Skelton (Tues. 8:30-9:00)	32.5 29.1	4. The Vikings (Thurs. 9:30)	KMBCZiv-UA	18.5	42.7	9:30 Theatre WDAF Tombstone Territory WDAF	6.6 17.6
4. Peter Gunn (Mon. 8:00-8:30) WDAF	29.1	5. Sea Hunt (Thurs. 6:30) 6. Tombstone Territory (Thurs. 9:30)	WDAFZiv-UA WDAFZiv-UA	17.9 17.6	40.61	Pony Express KCMO The Vikings KMBC	5.7 18.5
5. Have Gun, Will Travel (Sat. 8:30-9)	28.8	7. Huckleberry Hound Thurs, 6:00)	KMBC Screen Gem	s 16.6		News: Sports: News Huntley-Brinkley WDAF	9.6
7. Price Is Right (Wed. 7:30-8:00). WDAF	27.2	8. Shotgun Slade (Wed. 10:00)		13.6	34.5	News; Weather WDAF Jack Paar Show WDAF	27.8 16.6
8. Cheyenne (Mon. 6:30-7:30)	25.2 25.2	9. Death Valley Days (Fri. 10:00) 10. Divorce Court (Sat. 10:15)	KCMO U.S. Borax WDAF KTTV Prog.	13.2	42.0	Sacco-Vanzetti WDAF KCMO	12.6
			Sales	13.1	36.6	Million Dollar Movie	
GRAND RAPIDS—			····			. SURVEY DATES: JUNE 127	-
1. Red Skelton (Tues. 9:30-10:00) WKZO 2. Perry Mason (Sat. 7:30-8:30) WKZO 3. Summer On Ice (Thurs. 9:30-10:30) WOOD	43.7 40.8	1. This Man Dawson (Tues. 9:00)	WKZOZiv-UA WKZOZiv-UA	32.8 30.8	57.0	George Burns WOOD The Price Is Right. WOOD The Rebel WOOD	22.5
4. Danny Thomas (Mon. 9:00-9:30) WKZO 5. Have Gun, Will Travel (Sat. 9:30-10) WKZO	40.1 38.8	3. Huckleberry Hound (Wed. 7:00) 4. Whirlybirds (Tues. 8:00)	.WOOD Screen Gem	s 20.2 18.5	E 4 O	Cheyenne WKZO Interpol CallingWKZO	. 15.9
6 Father Knows Best (Mon. 8:30-9:00). WKZO	38.7 37.7	5. Silent Service (Thurs 10:30)	WOOD CVP	17.9	10.9	Sid Caesar WKZO Whirlybirds WOOD	10.3
8 Ann Sothern (Mon 9:30-10:00) WKZO	37.1	6. Interpol Calling (Tues. 8:00) 7. Death Valley Days (Thurs. 7:30)	WKZO U.S. Borax	17.2 16.3	46.8	Donna Reed WOOD	16.6
9. Ed Sullivan (Sun. 8-00-9:00)		8. Tombstone Territory (Thurs. 7:00) 9. Quick Draw McGraw (Thurs. 5:30)		15.6 s 13.6		Michigan Outdoors WOOD Rocky & His Friends WKZO	
DAYTON			STATIONS: \	WLWD,	WHIC	D. SURVEY DATES: JUNE 1-7	1960.
DATION		1. Pony Express (Sat. 10.30)	.WHIO CNP	23.2 s 22.9	75.9	Man From Interpol WLWI This Man Dawson WHIO	6.6
1. Red Skelton Tues. 9:30-10:00) WHIO	40.8	2. Manhunt (Tues. 7:00)	. WLWD Screen Gen				
	40.8 40.0	2. Manhunt (Tues. 7:00) 3. Huckleberry Hound (Thurs. 5:00) 4. Mike Hammer (Wed. 8:30)	WHIOMCA	20.5	34.8	Popeye	14.9 29.2
1. Red Skelton (Tues. 9:30-10:00)WHIO 2. Gunsmoke (Sat. 10:00-10:30)WHIO 3. Summer On Ice (Thurs. 9:30-10:30)WLWD	40.0 39.9	Huckleberry Hound (1nurs, 5:00)     Mike Hammer (Wed. 8:30)     Lock-Up (Fri. 10:30)	WHIO Ziv-UA	20.5 19.9	34.8 51.3	Major League Baseball WLWI Major League Baseball WLWI Film Short WLWI	20.5 9.9
1. Red Skelton (Tues. 9:30-10:00)WHIO 2. Gunsmoke ·Sat. 10:00-10:30)WHIO 3. Summer On Ice (Thurs. 9:30-10:30)WLWD 4. I've Got A Secret ·Wed. 9:30-10:00)WHIO	40.0 39.9 37.4	<ol> <li>Huckleberry Hound (Thurs, 5:00)</li> <li>Mike Hammer (Wed, 8:30)</li> <li>Lock-Up (Fri. 10:30)</li> <li>Tombstone Territory (Thurs, 7:00).</li> <li>Walter Winchell File (Thurs, 10:30).</li> </ol>	WHIO MCA WHIO Ziv-UA WLWD Ziv-UA WLWD MCA	20.5 19.9 17.6 17.2	34.8 51.3 62.6 54.8	Major League Baseball WLWE Major League Baseball WLWE Film Short WLWE Not For Hire WHIO Sid Caesar WHIO	20.5 9.9 8.6 11.6
1. Red Skelton (Tues. 9:30-10:00)WHIO 2. Gunsmoke 'Sat. 10:00-10:30)WHIO 3. Summer On Ice (Thurs. 9:30-10:30)WLWD 4. I've Got A Secret (Wed. 9:30-10:00)WHIO 5. Wyatt Earp (Tues. 8:30-9:00)WLWD	40.0 39.9 37.4 35.1	<ol> <li>Huckteberry Hound 'Inurs, 5:00'.</li> <li>Mike Hammer (Wed. 8:30).</li> <li>Lock-Up 'Fri. 10:30'</li> <li>Tombstone Territory (Thurs. 7:00).</li> <li>Walter Winchell File (Thurs. 10:30).</li> <li>Rescue 8 (Thurs. 6:00).</li> </ol>	WLWD Streen Gen WHIO Ziv-UA WLWD Ziv-UA WLWD MCA WLWD Screen Gen	20.5 19.9 17.6 17.2	34.8 51.3 62.6 54.8	Major League Baseball WLWI Major League Baseball WLWI Film Short WLWI Not For Hire WHIO Sid Caesar WHIO Laurel and Hardy WHIO Quick Draw McGraw WLWI	20.5 9.9 8.6 11.6 10.0 0 8.6
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1. Red Skelton (Tues. 9:30-10:00)WHIO 2. Gunsmoke (Sat. 10:00-10:30)WHIO 3. Summer On Ice (Thurs. 9:30-10:30)WLWD 4. I've Got A Secret (Wed. 9:30-10:00)WHIO 5. Wyatt Earp (Tues. 8:30-9:00)WLWD 6. Real McCoys (Thurs. 8:30-9:00)	40.0 39.9 37.4 35.1 34.8 33.8	<ol> <li>Huckteberry Hound 'Inurs, 5:00'.</li> <li>Mike Hammer (Wed. 8:30).</li> <li>Lock-Up 'Fri. 10:30'</li> <li>Tombstone Territory (Thurs. 7:00).</li> <li>Walter Winchell File (Thurs. 10:30).</li> <li>Rescue 8 (Thurs. 6:00).</li> </ol>	WLWD Streen Gen WHIO Ziv-UA WLWD Ziv-UA WLWD MCA WLWD Screen Gen	20.5 19.9 17.6 17.2	34.8 51.3 62.6 54.8 48.0	Major League Baseball. WLWI Major League Baseball. WLWI Film Short. WLWI Not For Hire WHIO Sid Caesar WHIO Laurel and Hardy. WHIO Laurel and Hardy. WLWI Rocky and His Friends. WLWI Woody Woodpecker. WLWI W Friend Flicka. WLWI	20.5 9.9 8.6 11.6 10.0 8.6 7.9 6.3
1. Red Skelton (Tues. 9:30-10:00)WHIO 2. Gunsmoke (Sat. 10:00-10:30)WHIO 3. Summer On Ice (Thurs. 9:30-10:30)WLWD 4. I've Got A Secret (Wed. 9:30-10:00)WHIO 5. Wyatt Earp (Tues. 8:30-9:00)WLWD 6. Real McCoys (Thurs. 8:30-9:00)WLWD	40.0 39.9 37.4 35.1 34.8	<ol> <li>Huckteberry Hound 'Inurs, 5:00'.</li> <li>Mike Hammer (Wed. 8:30).</li> <li>Lock-Up 'Fri. 10:30'</li> <li>Tombstone Territory (Thurs. 7:00).</li> <li>Walter Winchell File (Thurs. 10:30).</li> <li>Rescue 8 (Thurs. 6:00).</li> </ol>	WLWD Streen Gen WHIO Ziv-UA WLWD Ziv-UA WLWD MCA WLWD Screen Gen	20.5 19.9 17.6 17.2	34.8 51.3 62.6 54.8 48.0	Major League Baseball WLWI Major League Baseball WLWI Film Short WLWE Not For Hire WHIO Sid Caesar WHIO Laurel and Hardy WHIO Quick Draw McGraw WLWI Rocky and His Friends WLWI Woody Woodpecker WLWI	20.5 8.6 11.6 10.0 8.6 0 7.9 0 6.3 0 7.0 11.6

### LANSING, MICH.

STATIONS: WJIM, WMSB, WILX. SURVEY DATES: JUNE 1-7, 1960.

1. Gunsmoke (Sat. 10:00-10:30) WJIM 42.2 1. Huckleberry Hound (Mon. 6:00)	rpolWILX 4.8
2. Red Skellon 1 us. 3. 38-30-10. WJ . 38-8 (Thurs 10:30)	
4. Ann Sothern Show Mon. 9:30-10) WJIM 5. Father Knows Best (Mon. 8:30-9:00) WJIM 35.4 6. Danny Thomas (Mon. 9:00-9:30) WJIM 35.4 7. Garry Moore (Tues. 10:00-11:00) WJIM 33.3 7. Garry Moore (Tues. 10:00-11:00) WJIM 33.2 8. Sea Hunt (Sat. 7:00) WJIM CBS 14.3 MJIM CBS 14.3 MJIM CBS 14.3 MJIM CBS 14.3 30.3 10. U.S. Marshall (Wed. 8:30) WJIM CBS 14.3 30.3 30.3 10. U.S. Marshall (Wed. 8:30) WJIM NTA 13.3 30.3 30.3 10. U.S. Marshall (Wed. 8:30) WJIM NTA 13.3 30.3 30.3 10. U.S. Marshall (Wed. 8:30) WJIM NTA 13.3 30.3 30.3 10. U.S. Marshall (Wed. 8:30) WJIM NTA 13.3 30.3 30.3 10. U.S. Marshall (Wed. 8:30) WJIM NTA 13.3 30.3 30.3 10. U.S. Marshall (Wed. 8:30) WJIM NTA 13.3 30.3 30.3 10. U.S. Marshall (Wed. 8:30) WJIM NTA 13.3 30.3 30.3 10. U.S. Marshall (Wed. 8:30) WJIM NTA 13.3 30.3 30.3 30.3 30.3 30.3 30.3 30.3	ing WILX 5.1

## VIDPIX LOGJAM LOOSENS UP

## Join Vidpix & See the World

Certainly one of the trends rearing its head for the '61-62 ty season is the desire to build ty film stanzas around a specific locale. Over a dozen pilot scripts and presentations were made to the three networks in the last couple of weeks plugging, in their titles, everyplace from Macao to Monte Carlo.

This fresh bent augurs a lot of location shooting by next spring, assuming it continues. It seems to be a partial outgrowth of ABC-TV's success with "Hawaiian Eye" and the fact that the same network was so amenable to scheduling this coming season a weekly hour stanza called "Hong Kong."

Here is an incomplete rundown of ideas and stories offered to the webs for exposure the season after the one upcoming:

"Vera Cruz," an action half-hour by MCA; "Macao," an action half-hour by Screen Gems (with David Janssen offered up as the lead); "Macao Pete," an actioner half-hour out of Roland Reed Productions; "Crusce's Island," a Roncom half-hour action stanza; "Tangier," a half-hour actioner by Screen Gems, "Las Vegas," an actioner by Warners; another "Las Vegas," a half-hour action program by Goodson-Todman; "San Francisco," a contemporary actioner in one-hour form by 20th-Fox; "Morte Carlo," ATV (British) half-hour adventure; "Man From Washington," an NTA half-hour detective stanza; "Hong Kong Express," half-hour actioner from Jaguar Productions, Alan Ladd's firm. There are also two half-hour pilots, on tap from California National Productions, to be made in Japan, and while there are no formal titles as yet, bets are on that at least one of them will be called "Tokyo" or "Tokyo Run" or some such thing.

## Paul Harrison's Share & Share Alike Prod. Venture for Writers

The Company of Writers has been formed by Paul Harrison as been formed by Paul Harrison as a new concept in television motion pictures and Broadway stage production. It will favor both the writer and ultimately the finished product, according to Harrison, exce producer of the new venture, designed as a cooperative enterprise wherein writers will have the freedom to create and share ownership in a production company.

Partnered with Harrison are five Partnered with Harrison are five-seasoned film writers, who have many years of credits among them in all three fields of writing. These who will share in company's profits include Ivan Goff and Ben Roberts, working as a team; Richard Mur-phy, director as well as writer; Liam O'Brien and Marion Har-

New organization was formed for two distinct purposes: first to give writers an opportunity to own their own product; second, assure them artistic control of their properties. Actual blueprints of company, already in operation via an unusual deal with Screen Gems, call for all writers to collab in planning the others' projects, so collective thinking would mark completion of every script. Such collaboration, it's felt, will assure greater quality.

"This greater quality should remove one of the main objections of advertising agencies since the content of a series would be constantly maintained at a continuing high level because each series will be under the personal script supersigns of the individual mriter who.

night jevel because each series will be under the personal script supervision of the individual writer who wrote it." Harrison stated. "The format also calls for writers to work, if need be, with ad agencies in the planning of tv series and their contents."

In its deal with Screen Gems, (Continued on page 34)

## Best of the Post' **Into 94 Markets**

Independent Television Corp's "Best of the Post" has been sold in 94 markets, with banks and public utilities prominent as buyers of the show.

First Wisconsin National Bank has bought the skein for Milwaukee; West Pennsylvania Bank, Pittsburgh; Walker Bank, Salt Lake City

Lake City.
Peoples Gas Light And Coke Co.
Will sponsor the series on WGNTV, Chicago; Shamrock Oil and
Gas Co. has scheduled it for 11
markets in the Southwest including Amarillo, Albuquerque, and
Colorado Springs-Pueblo. Central
Power and Light Co. has the series
in Corpus Christi.

More Par Pre-'48 Sales

MCA TV has inked another four stations for Paramount pre-'48
library, bringing the sales roster
wmBD, Peoria; KGLO and KEYC.
WMBD, Peoria; KGLO and KEYC.
Mason City, Ia; and WJXT, Jacksonville.

#### CBS Films' Speedup On Global Olympics Sales

cliobal Ulympics Dales

CBS Films has taken a cue from
the Olympic speed demons, in
supplying Olympic program coverage to the foreign markets of Argentina, Australia and Brazil.

In N.Y., special laboratory crews
working around the clock rushed
the film through processing. Motoricycle relay teams were set up to
meet the special flights at airports.
A corps of typists clicked away to
provide foreign stations with an
"as telecast" script, which could
be immediately translated on arrival in the non-English speaking
countries.

Ralph Baruch, CBS Films' director of international sales, negotiated the overseas deals.

## Studebaker Lark 120-Market Buy On Wilbur & Ed'

Compact car competition has prompted an unusual video buy for Studebaker-Packard Corp, in the interests of promoting the firm's small-wheeler Lark.

firm's small-wheeler Lark.

Through D'Arcy agency, car firm has bought Filmway's new half-hour series, "Wilbur and Mr. Ed," family situation comedy starring a couple and their talking horse. Show stars Alan Young and Connie Hines and will be directed by Arthur Lubin who did the "Francis and the Talking Mule" feature pix for Universal. Exceproducer is Filmway's Coast production chief Al Simon, Series is MCA repped and the joint package of Filmways, Lubin and George Burns (with the film and broadcast comedian acting as script supervisor).

Vision.

Full production starts this fall with Studebaker planning to place the show in more than 120 markets through Studebaker-Lark dealers, which means the agency will undoubtedly be shooting for local rather than national rate via placement by dealers (a common spot ment by dealers (a common spot buying practice with the car compa-nies).

#### More Par Pre-'48 Sales

More and more symptoms that the tide is turning for the better in syndication is piling up. The overall situation is not as bullish as years past at this stage, but the more successful houses are reporting that the "digestive period" seems to be over.

What is referred to as the "digestive period" is this: Stations throughout the country had built up large inventories of film properties, ranging from half-hours to features, in the midst of this inventory pile-up, networks bit into local option time more and more. Result was that new product going into the market couldn't find a place.

Result was that new product going into the market couldn't find a place.

But the logiam is loosening up today. Key to getting through is good, commercial product. Regional and local advertisers continue to hold down local time slots. A good, commercial series will find a deal, and with regionals and local advertisers holding the time position, the series can be placed. It may be true that the overall dollar yolume in syndication is less than the lush days. But SG, for example, expects a better year this year than last and the year is running ahead of projections. The projections in SG's case covers first-run half-hours, reruns and features, the entire catalog.

The bet by many syndic exect is that next season and subsequent years will find networks returning some local option time periods. Climate in the trade, as evidenced by the forecast, is much better currently. Important factor of today and the future is to stay abreast competitively in product.

## Flash! Show Quits Sponsor; 'Magoo's Kellogg Fallout

Chicago, Sept. 6.

UPA's "Mr. Magoo" will not represent Kelloggs' after all in the sponsor's spot lineup this fall, but for a twist this time it's the show that defected from the sponsor, rather than vice versa. Cereal company Is now searching for a third show, to go with "Huckleberry Hound" and "Quick Draw McGraw." in its 150-market spread.

It has been learned that the falling out between "Magoo" and Kelloggs' resulted from too much intrusion by the ad agency, Leo Burnett, into the creative aspects of the show. Unresolved differences with the agency simply led to UPA's decision to put the series into syndication itself.

Burnett notified its 150 stations by wire "last week that "Magoo" has been dropped and that another program would be picked to substitute. The wire courteously requested that the stations give prime consideration to the 30-minute "Magoo" series when it goes into syndication.

#### Reruns Gain Favor O'seas

Reruns Gain Favor U seas

Practice of rerunning series is
finding acceptance in more foreign
areas. Initially, most overseas tv
stations shun the practice so prevalent in the U.S. But when the
number of outlets increase and the
need for programming grows,
many overseas markets turn to
reruns to fill the gap.

Australia is a case in point. For
years Australian telecasters said
no to reruns. But now, it's an accepted practice. The 39, plus 13
formula, for half-hour series is preavlent in Japan, Latin America
and other commercial markets as
well.

More TV Film News on Page 40

## STATIONS BUYING | More and More Restrictions Face U.S. Telepix Distribs in Peddling Their Programs to Foreign Countries

**Dubbing Dilemma** 

Dubbing Dilemma

"The Play of The Week."
National Telefilm Associates dramatic showcase, has some peculiar problems for the overseas market.

One is dubbing. Who, for example, would be the dubbed voice for Judith Anderson in "Medea?" The critically-acclaimed series does not play like the usual vidfilm fare. Actors of no small stature would be required for local dubbing needs.

Show has been sold in four additional U.S. markets, bringing the roster of sales to 56 stations.

New deals include WHEN, Syracuse: WTOL, Toledo; WTVR, Richmond, Va.; and WRC-TV, Philadelphia.

## Filmways' Major **Program Stake Via Coast Subsid**

Filmways, which has been primarily a tv commercial production firm, is moving into full-swing program production through the Coast subsidiary headed by Al Simon.

Firm is producing situation comedy "Wilbur and Mr. Ed" for Studebaker's exclusive syndication (see separate story), and a pilot, for half-hour action series, "Desert Patrol" for NBC's film subsidiary, California National Productions.

Also in the works is a foreign production, a combo pilot-feature film, "Adventures of Pandora," with E. Jack Newman doing the scripting, "Pandora" will be released overseas theatrically and pitched in the U.S. as an hour series possibility.

pitched in the U.S. as an nour series possibility.

Filmways prexy Martin, Rensainfoff says he's also near a syndication deal on the company's initial program production, "21 Beacon Street," which had a brief web preem and summer rerun during the last war.

the last year.

Well along in planning are two
other half-hour series projects,
"Mister Aladin" and "Experiment,"

"Mister Aladin" and "Experiment," with formats as yet under wraps. Same time, New York Bronx studios of the company are continuing with tele commercial production while Elia Kazan's new feature film, "Splendor in the Grass" has moved out after filming of interiors.

#### LET'S TALK ABOUT' **AS MORROS OUICKIES**

AS MUKRUS QUILLIED
Richard B. Morros, producer who
started syndication's current hot
fad for newsreel shorties via his
"Almanee" series (distributed by
Official Films), has another fiveminute series in the works—this
one for kids on fresh film.
Series, which has a pilot prepared in color on a duck farm, is
called, "Let's Talk About," and
concerns any number of toples of
interest to young audiences (other
examples: tugboats, volunteer fire
departments etc.).

By MURRAY HOROWITZ

Foreign market for American distributors is becoming more and more a tangle of restrictions ranging from import duties to quotas to blocked currencies.

Restrictions of one sort or another are part of foreign trade. But latest limitations point up a growing problem for American exporters. What's been happening is this: as tv grows in area after area, native tv industries also grow and there's a demand for native programming, as opposed to U.S. fare. Demand may come from governmental circles, native entrepreneurs, local talent and technicians unions, or a combination of some or all of these groups.

Most American exporters subscribe to the 'free market' concept, the sense of which is, let there be open competition of programming from all sources and if American programming is the most popular, it should not be penalized because of its foreign origin.

Countering that argument are the national interests of the espective foreign countries, cultural as well as economic. Television. In Canada, Australia, Mexico, Argentina, Japan—the list could gon and on—should be the show-case of national talent and interests rather than a belitline for U.S. shows, runs the rebuttal.

Compilation of major restrictions in top markets reflects some of the heat being on American exporters. Some of the restrictions are comparatively new, others of longstanding. Here's the rundown England: Quota restriction of 14% of the total programming to 14% of the

canada: Starting April 1, 1961, Canadian broadcasters will be obligated to program at least 45% of their total programming schedule with shows of Canadian or Commonwealth origin. Canadian quota will be boosted to 55%, starting April, '62.

will be boosted to 55%, starting April, '62.

Australia: Postmaster General has issued a directive asking stations to program their schedule with Australian originated programs, some 40% of the total schedule should be of Australian origination. Directive is viewed as tantamount to an eventual order, (Continued on page 34)

(Continued on page 34)

## 'Robin's' 142 Cities; 184 for 'Lock Up'

"Case of the Dangerous Robin" and second year production of "Lock Up" have racked up a roster of new sales.

of new sales.

Ziv's "Lock Up" now is reported to have been sold in 184 markets. New clients inked to alternate with American Tobacco on the show include: Phillip's Petroleum, WNBQ, Chicago; Kroger Co, WTHI, Terre Haute, Indiana, and WDAF, Kansas City; Rose Talbert Paint Co, WIS, Columbia S.C.

one for kids on fresh film.

Series, which has a pilot prepared in color on a duck farm, is called, "Let's Talk About," and concerns any number of toples of interest to young audiences (other examples: tugboats, volunteer fire departments etc.).

Morros figures on school distribution of the films and a book and disk series tie-in besides regular tv syndication.

Morros says his "Almanac" series (which now has imitators cropping out like pizza parlors) took a year and a half to peddle. rlal Hackett, then prexy of Official, was approached after 50 others and went for the idea immediately.

The quickies, says Morros, grossed \$250,000 in the first six sales weeks. They're now in more than 70 markets.



This is Dimension: a program service of entertaining, provocative one to three-minute vignettes in talk and sound that add new depth of listener interest to the strongest local programs in all radio... those of the CBS Owned Radio Stations. Dimension starts this month on the C-O stations. These seven stations already command more attentive listening than all other stations in their markets. Now with Dimension they give audiences even more reason to hear your selling message.

#### This is Dimension:

THE YEAR 2000 What will the fantastic world of tomorrow be like? Artistic, industrial and scientific leaders tell you: William T. Snaith of Raymond Loewy Associates; Dr. Austin Smith, Pharmaceutical Mfr. Association. Their predictions: hospitals that operate on a do-it-yourself basis, banks that supply parts for the human body, drugs that cure all infections; carpets and wallpaper used for central heating, weather control, cordless toaster and lamps and many more.

DOROTHY KILGALLEN INTRODUCES YOU TO PEOPLE YOU'D LIKE TO KNOW The world's most famous newspaperwoman brings you the intimate stories of how Rosalind Russell conquered a personal fear, how Pope John XXIII shows his sense of humor, and fascinating moments in the lives of Joan Crawford, James A. Farley, Fannie Hurst, Marlene Dietrich, Tony Curtis, Ingrid Bergman, The Duchess of Windsor, actor Marlon Brando, The Queen Mother, Audrey Hepburn, Marilya Monroe, Hedy Lamarr, Patrice Munsel.

THIS IS MY PROFESSION Leaders in important fields tell what they think about their life's work. Vincent Price: why he considers acting a highly educational vocation. Anthropologist Margaret Mead: how primitive people help us understand our selves better. Others: Melvin Belli, lawyer; Irwin Allen, motion picture man; Claude Philippe, hotelier; Frank Gibney, journalist; Richard Joseph, travel editor; Ilka Chase, Tony Randall, William Zeckendorf, Tex McCrary, Mischa Elman.

THE WONDERFUL WORLD OF THE TEENS Famous people reminisce: Betsy von Furstenburg feared at 16 that she would never get off the 57th Street bus line; Minnie Guggenheimer thinks teenagers today are more serious than she was; also Air Force Capt. Paul Briand, writer; Suzanne Szasz, photographer; Mark Damon, Roberta Peters, Maria Schell, Roy Cohn, George Q. Lewis, Tony Galento, Mark Goodson.

HOMETOWN Childhood recollections, Hildegarde's father's drugstore in New Holstein, Wis.; "Pappy" Boyington's first plane ride over St. Mary's, Idaho; and other hometown stories from Zsa Zsa Gabor, Margaret Mead, Dick Joseph, Dirk Bogarde, author John Donovan, Peter Glenville, Josh White.

THE WISEST OR MOST INFLUENTIAL PERSON Important guests describe one person who has influenced them: Theodore Bikel remembers an elderly scholar; Roberta Peters, her Italian singing teacher. Also Mark Damon, Ilka Chase, Mischa Elman, Maria Schell, Dick Joseph, Claude Philippe, William Zeckendorf, Roy Cohn, Dr. Maxwell, Mel Heimer.

BENNETT CERF TELLS HIS FAVORITE STORIES Author, editor, publisher, lecturer and TV personality Bennett Cerf, who has had 7 books on the best seller lists, now brings to radio the warmth that made him America's number one lecturer. A new Dimension in radio humor.

THE AMERICAN LANDSCAPE Burgess Meredith and Kevin Mc-Carthy narrate this colorful series of American sound portraits using the full range of radio techniques—sound, music, good writing—to take you to the skating pond, the country drug store, Coney Island, a diner at midnight and many more uniquely American scenes.

THIS IS OUR HERITAGE Hear noted radio actor, Bill Lipton, interpret the writings of the men and women who created our American heritage: Tom Paine, Woodrow Wilson, Benjamin Franklin, Thomas Jefferson, Daniel Webster and others.

AMERICAN PORTRAIT Raymond Massey narrates a moment of greatness from American History, takes you to an actual scene in the lives of the Wright Brothers, Paul Revere, Sam Houston, Alexander Hamilton and others.

# DIMENSION

A PROGRAM SERVICE OF THE CBS OWNED RADIO STATIONS

KCBS, San Francisco; KNX, Los Angeles; WCAU, Philadelphia; KMOX, St. Louis; WEEI, Boston; WCBS, New York; WBBM, Chicago LAND OF PROMISE
With Melvin Douglas, Tarriers,
Ronnie Gilbert, Joe Glazer,
Tommy Makem, Dick Weissman
Producer; Joel O'Brien (for AFLCIO)

Director: Bill Buckley

Director: Bill Buckley
Writer: Sheldon Stark
30 Mins., Sun., (4) 3:30 p.m.
ABC-TV (film)
There is a whole generation in
America—postwar kiddies of the
inflation and two-car garage era—
who seem to think the country's
labor movement began with Ji my
Hoffa. "Land of Promise." the
AFL-CIO's first proparanda film
effort, is a noteworthy step toward
letting the kids know 'while reminding the older folk that Amereffort, is a noteworthy step toward the kids know while re-minding the older felk) that Amer-ican workers had some beroes be-fore the hoods, and some mighty hard times before things got so

The film rather lightly traces the labor movement from the post Civil War days when American industry was on the rise, and joining a union was considered a criminal conspiracy by the courts, up to the hours, wages and benefits of modern times. For the pre-film 19th century segment, old prints depicting factory conditions, etc., are used along with a downbeat Melvin Douglas commentary, which recalls the times of the 11-cent hourly wage, the 11-hour working day, and the six-day working week. Coming up to 1911, the format switcheseto archive film with actual footage son the Triangle Shirting factory fire that killed more than 150 young women workers after the union had lost a fight for better conditions at the plant, including fire exercises. The film rather lightly traces the

the union had lost a fight for better conditions at the plant, including fire escapes. Douglas pointed out that public indignation at the time brought relatively sweeping reforms. It, of course, was not that easy. But the film strictly soft peddles the riots and wars between labor and management. Never dles the riots and wars between labor and management. Never ence is a scab or Pinkerton in view, nor a strike nor a bombing—nor any of the violent abuses by either side that evolved from one of the side that evolved from one or the most bitter and sustained struggles in the country's history. This was one time when a ty half-hour had every right to exploit violence, yet stayed completely away from it. Time limit alone prohibited any Time limit alone prohibited any profound exploration of so complex a subject, but it's a pretty neat trick to do any kind of a union history without once mentioning Fugene Debs, All in all, this half-hour produced by the CIO-AFL probably had more taboos than a

probably had more taboos than a Procter & Gamble soap opera. Show winds with the Roosevelt reforms of the thirties. (Wagner Act, etc.), labor's contribution to the WW II effort, the working man's respectable and affluent position in current society and finally, a talk by CIO-AFL prexy George Meany. Rather than gloat on the union movement's accomplishments, the prexy takes the George Meany. Rather than gloat on the union movement's accomplishments, the prexy takes the time to chide the country on its slums and blighted sections where there isn't to this day even the protection of a minimum wage (migrant fruit pickers, etc.). Score by musical director Logan English is unique and effective

Score by musical director Logan English is unique and effective with a raft of fine folk singers—the Tarriers quartet, Miss Ronnhe Gilbert, Joe Glazer, Tommy Makem and Dick, Weissman. But again—taboo, taboo—not a single lyric from the numberless catalog of union rousers and parodies that have added so much color to the history of the movemnt. Singers did assemble for a finale of "This Land Belongs To You & Me," which the producers probably figwhich the producers probably fig-pred was enough of a shocker for the tycoons of industry—and labor.

#### **NBC** 'Heritage' Series Wins Keating's Praise

CHARGE ACCOUNT
With Jan Murray, Morgan Schmitter, Milton De Lugg Orch, Bill
Wendell, Maureen Arthur, others
Producer: Ed Pierce
30 Mins. Mon-Fri., 2 p.m.
PARTICIPATING

AN MINIS. MOINT-FILE P. M. PARTICIPATING NBC-TV. from N.Y. Both Jan Murray and the give-away shows seem to be out of practice since the great purge of last year, when in a burst of high dudgeon the networks swept this catelgory of show off the air. Now, the shows have become aseptic and affidavit-ridden and so are okay. Jan Murray, remembered as being one of the more entertaining masters of the donation domain is back in business at the same stand and with a show which looks like it would be difficult to fix. Murray is still the gib and articulate emissions. still the glib and articulate em-

tertaining paths.

The bulk of the preem Mon.)
was concerned with introductions and getting set. It developed a couple of kinks such as a pair of over-zealous and possibly hammy housewives, who sort of took Murray by surprise. It was a little different quiet at the over-zealous and possibly hammy housewives, who sort of took Muray by surprise. It was a little difficult to get them quiet at the onset, but once he did, the program showed its possibilities. Modus operandi calls for the selection of a packet in which 16 letters are contained. Murray mixes these in a cylinder and cails them out. The contestant has a square divided into 16 parts and when the letters are called off, the contestant puts them into a block in a manner figured to make the most three and four-letter words. Prior to that the contestants are shown a series of items which they buy. Their earnings are based on the number of words they devise which permits them to purchase the items.

Murray is a capable spieler and a pleasant citizen. Although he didn't get a fair opportunity on the first putting it's likely that he !! Dick

get a fair opportunity on the first outing, it's likely that he'll pick up speed and savvy with subquent shows.

gequent shows.

QUEEN FOR A DAY
With Jack Bailey, Jeanne Cagney,
others; announcer, Gene Baker
Producer: Elbert Walker
Writer: Bill Lutz
30 Mins. Mon.-Frl., 12:30 p.m.
PARTICIPATING
ABC-TV, from Hwood (tape)
A month ago, ABC-TV and NBCTV were warring over possession
of "Queen for a Day." The battle
was not over a fair - damsel;
aesthetics had nothing to do with
it. ABC wanted to win it while
NBC wanted to keep it another five
years, because it seems to have
commercial appeal. Commercial
appeal, in this instance, might be
defined as a sufficiency of housewives who like living vicariously.
Maudlin, fatuous and even unjust is this midday romp with misery. It was that way on NBC-TV
and when seen Monday (5) on
ABC-TV, which won the battle,
nothing had changed but the network.

ork. Emcee Jack Bailey grinned and (Continued on page 34)

GUNSMOKE
With James Arness, Dennis Weaver, Milburn Stone, Amanda Blake, Michael Road, Tom Reese, Jay Hector, George Selk, Howard Culver, Clem Fuller
Producer: Norman Macdonnell Directors: Andy McLaglen, Jesse Hibbs, others
Writer: John Meston
30 Mins., Sat., 10 p.m.
LIGGETT & MYERS, REMINGTON RAND

(P.F.S. Y&R)
Long a toprated western, CBS-TV's "Gunsmoke" returned to the net Saturday 3) for its sixth season, Viewer tastes apparently still lean toward the oaters and this half-hour film series presumably will have little difficulty in holding an audience on the basis of its past performance.

performance.

In the traditional format was the season's initialer in which the town marshal saved a wourded friend only to discover later that he was a bank robber wanted for murder. a bank robber wanted to minder
James Arness, per usual, was efficient and laconic as the marshal
Good support was rovided by
Michael Road as the wounded thief
Milburn Stone the Doc and
Dennis Weaver as Arness' "aidede-camp." Gilb.

TALES OF WELLS FARGO
(Day of Judgment)
With Dale Robertson, John Dehner
John Lupton, Doris Dowling
Producer: Earl Lyon
Director: Louis King
Writer: Barney Slater
30 Mins., Mon., 8:30 p.m.
AMERICAN TOBACCO CO.
NBC.TV, N. Y.
No doubt about it "Wells Fargo

No doubt about it.

No doubt about it, wells raigo has legs. It opened its fifth seasor Monday (5) night on NBC-TV, with American Tobacco picking up the

tab.

Dale Robertson remains the stock Western hero, short or speech, long on courage and fair ever so fair in his dealings ever with badmen. Robertson, as the Wells Fargo agent, nearly was done in by his fairness, in the opening

with badmen. Robertson, as the Wells Fargo agent, nearly was done in by his fairness in the opening "Day of Judgment" episode. But in true oater yiddlim style, some stock shooting saved him for next week's episode.

Scripted by Barney Slater, opener had the overtones of a psychological thriller, set in the corral. John Dehner, as the mysterious stranger bent on revenge, lent a tone of suspense and foreboding to the proceedings. But the lines written for baddle John Lupton and the gyrations he had to perform for the plot came strictly from the stock pile. Verna McDougal, as the baddle's doll, played it straight. It wasn't her fault that her part was unconvincing.

Direction by Louls King was tight, helping the quick movement of the story. "Bargo" remains a nro

unconvincing.

Direction by Louls King was tight, helping the guick movement of the story. Fargo' remains a propulp western and it will continue to come this-a-away until viewers give up the oaters and go that-a-away, or perhaps yippee for a new hero and other horses.

Horo.

## **TV-Radio Production Centres**

#### IN NEW YORK CITY

IN NEW YORK CITY

Arthur Kennedy and Ralph Bellamy are fronting in "Not Without Honor," on Oct. 21, first of the NBC-TV "American Heritage" programs ... Gypsy Rose Lee, Shelley Berman and Liberace will be thi Sept. 12 "Celebrity Talent Scouts" on CBS-TV. Al Freedmanformer "Twenty-One" producer, is the father of Tani Josette, born last month in Mexico City ... Ronald Dawson's script, "Witness for Death," as the Oct. 16 entry on CBS Radios "Suspense" series, while his story, "The Bomb," was produced last week on CBC in Canada ... NBC veepee Max Buck hopping to San Francisco next month on web business, with time out to address the S. F. Merchandising Executives Club ... Actor Ray Heatherton joining The Franklin National Bank of Long Island as a community relations executive ... Ed Bakey hosting las of Sept. 12) the new WABC-TV 6:15 p.in. strip for juves, "The Toinmy Seven Show". W. Walter Watts was named a new director of RCA at a meeting last week of the corporate board of directors; Watts is president of RCA Sales Corp. WNBC Radio program chief Steve White back at his desk after a week at the Long island shore ... Al Landsburg, WNBC Radio director, back from four weeks upstate ... Fred Robbins' interviewees this week on WABC Radio "Assignment Hollywood" are Paul Newman; Tuesday Weld, Laurence Harvey, Vivien Leigh and Otto Preminger ... Diana Barth, lately returned from Hollywood, set to do an Ivory Snow voice-over ... Lynn Dollar is the new girl spieler for Bigelow Carpet ... Herald Tribune Radio Network president Martin Stone is shifting operational headquarters to WFYI; Garden City, Long Island ... Virgi is Graham to Pittsburgh on Sept. 17 for third year as hostess on the Variety Club telethon: there was a subject of the NBC Chevy mystery skein on Sundays, was allowed by web and sponsor to forego the job on the last three programs of the 18-week stummer series; so that thi week he can fly to Rome to make "Come September," with Rock Hudson and Gina Lollobrigida ... WPIY as bought the Crosby-Brown series. "Dange

#### IN HOLLYWOOD

CBS' Jim Aubrey and his contingent of stripers stopped off for a few hours of hurriedly called meetings before jetting to Hawaii for four days of meetings with affiliates advisory board. This week's happiness boys—Spike Jones and Roncon's "Happy" staff. The ratings did it . . Bruce Eells, prexy of Telvision Artists and Producers Corp., flew east to wrap up his first syndication deal. He'll continue on to London before returning to his Hollywood base . Marvin Youngwho keads up his own agency and teaches to writing on the side, jogged through six states to sample reaction of the peepul to what comes out of their tv sets, He was surprised to learn that they like lots of action and violence and don't care too much about gabby shows. Young, incidentally, is prepping a special for Veterans Day (Nov. 11) as a salute by and to the entertainers in the last war. He was a colonel in Special Services and cleared talent for all services . . The stars who yell loudest about over-exposure are those who have been passed over by next sason's clients . . . Phil Rapp is getting active again on his comedy series, "I Married a Dog."

#### IN CHICAGO

Jerry Dunphy leaving WBBM TV to take \$25,000 per year newscaster post at KNXT, Los Angeles Don Kane, who's been a free-lance producer-director ever since leaving WGB-TV, off to Europe for a six-week vacation Ditto Rachel Stevenson, program director of kiddle shows at WTTW, who'll be there for a month WAIT doing two originations for the Mutual network, with which it's recently become affiliated. Shows are nightly commentaries by Frank Edwards, who is space and science editor of MBS WBB. Frank Edwards, who is space and science editor of MBS WBB. Frank Edwards, who is space and science editor of MBS WBB. Frank Edwards, who is space and science editor of MBS. Froyd Kalber, news chief of KMTV, Omaha, joins WNBQ-WMBQ as an on-the-air newscaster Oct. 1. Norm Syse, news writer for WBBM, off on a six-week leave of absence to accompany his wife, Glenna (Sun-Times drama critic), on a junket to Germany WTTW is one of five educational outlets designated to record for the airborne educational tv web Paul Smith upped to personnel manager at Leo Burnett agency.

#### IN LONDON

Anglia TV acquires Constance Cox's play "A Picture Of Dorian Gray". Jim Cuthbert, for five years information officer of Independent Television Authority, joins Associated Television as public relations manager Oct. 1 is succeeded at ITA by Michael Hallett. Jacqui Chan, who recently left the London cast of "The World Of Suzie Wong," debs in a BBC-TV play, "Without The Grail," Tuesday (13) . Eight of the first 10 plays in ABC-TV's "Armchair Theatre" Tall schedule are originals written for the series . Alexander Callum appointed assistant sales manager for BBC's "Levision Promotions. H. M. Tennent Globe Productions pacts Roisald Harwood to write two plays a year for ATV . Another "Rank Radio" company—Rank Radio (Southampton), and its the 30th such—formed in anticipation of an eventual green light for commercial steam . R. H. Watts appointed chief accountant and company secretary of Border Television Comedian Ron Moody gets his own BBC-TV series starting Friday (9) . F. H. G. Taylor quits as general manager of Independent Television News Sept. 30, is succeeded by William Hodgson, assistant manager of the Press Association

#### IN BOSTON

WEEI will carry the 14-game season of New England's only profootball team, the Patriots, in the Boston area, WPAW, Providence, (Continued on page 42)

## Tele Follow-Up Comment

Open End

Six prominent members of! Hollywood's news corps joined David Susskind Sunday night on KTTV Hollywood, on what emerged ironi-Hollywood, on what emerged itomically as one of less newsworthy
"Open End" opinion a thons. If it was Susskind's intention to depict "Hollywood's Fourth Estate" as one of less eloquent, less awar more egotistical press bodies, he came frighteningly close to succeeding in this listless, repetitive, disorganized, seemingly interminable three-and-a-half hour session. Perhaps by way of apology for verbal chaos absence of philosophical accomplishment, the moderator concluded by asking his guests to return for a Part Two wing-ding next week, same time, same station. Sole comforting thought to be derived from prospect of a second such gathering is that frustrations of first will serve as a valuable guide toward improvement. (Taped on the Coast, show will be seen later on WNTA-TV, in N. Y.)
Participating with Susskind were cally as one of less newsworthy Wins Keating's Praise

Washington. Sept. 6.

Sen. Kenneth Keating 'R-N.Y.)
has praised the NBC-TV series, "Our American Heritage" and its sponsor, the Equitable Life Assurance Society, for contributing to the cause of quality television."

In a Senate speech, the Senatorial "This series should rate high on the viewing list of all Americans who take pride in our greatheritage and the men who made it great, and who are concerned about the lack of knowledge and understanding of our traditions among many Americans today."

In a time of fear that crime, sex and violence are perverting the orite a contrast to this trend and frank Sinatra and clan, Monroe, to praise a sponsor who is meeting 'Hollywood's moral climate, the the demand for quality television."

arriage and divorce, accops

An opening debate on relation-ship between press and star was sparked by New York Timesman Schumach's observation that people are thin-skinned in Hollywood of adulation, less able take criti-cism than those elsewhere.

London Timesman Ruddy, in a discussion of Sinatra, and his fellows, put in that he'd been informed unequivocally that Sinatra hates the British press, that Sinatra thought he was a stinker, and that he (Ruddy) had been refused an interview, permission to visit set as a result of something he'd written

Exchange of opinions on Holly-wood blacklist and Unfriendly 10 was dominated by Miss Muir, who felt "there is a blacklist against conservatives" (dubbed "whitelist" was dominated by Milss Muir, wind felt "there is a blacklist against conservatives". "dubbed "whitelist" by Susskind), and insisted she had detected Communist messages in certain Hollywood pictures, titles of which she refused to divulge. Miss Muir's observations spurred control of others to Present avenue. Miss Muir's observations spurred several of others to present examples of how, if one wishes, one can read a Communist message Into something essentially harmless, utterly non-Communist flow average wage in Haiti, referred to in "Let's Make Love"). Miss Muir maintained, "I've seen a number of Continued on the 200. (Continued on page 38)

## EATURE C RIETY - AR

VARIETY'S weekly feature chart, based on ratings furnished by American Research Bureau, covers one market. Each week the 10 top rated features for the one market will be listed.

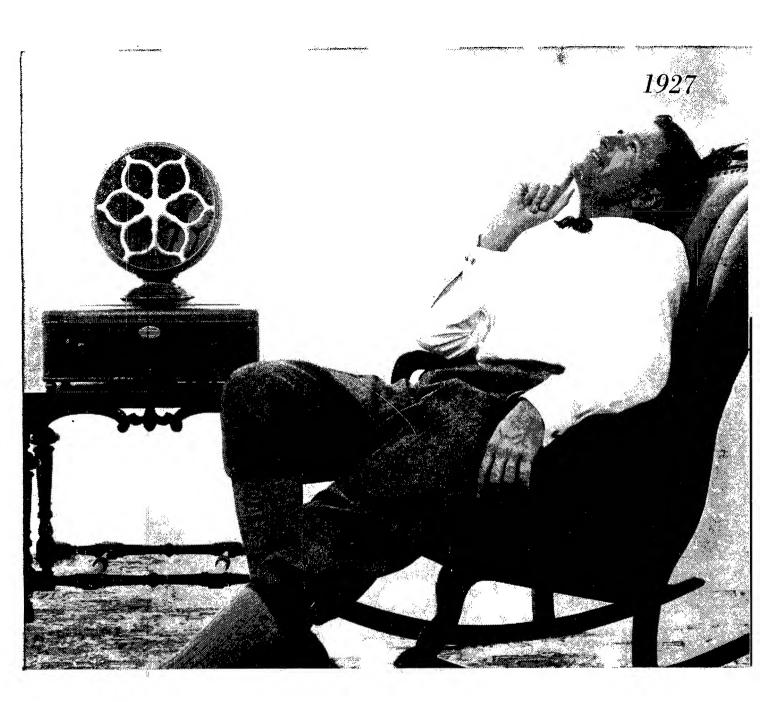
Factors which would assist distributors, agencies, stations and advertisers in determining the effectiveness of a feature show in a specific market have been included in this VARIETY chart. Listed below is such pertinent information regarding features as their stars, release year, original production company and the present distributor included wherever possible along with the title. Attention should be paid to such factors as the time and day, the high and low ratings for the measured

feature period and share of audience, since these factors reflect the effectiveness of the feature and audience composition, i.e., a late show at 11:15 p.m. would hardly have any children viewers, but its share of audience may reflect dominance in that time period. In the cities where stations sell their feature programming on a multi stripped basis utilizing the same theatrical throughout the week a total rating for the total number of showings for the week is given, the total rating not taking into account the duplicated homes factor. Barring unscheduled switches in titles the listed features for the particularly rated theatrical filmed show are as accurate as could be ascertained.

## PHILADELPHIA

STATIONS: WRCV, WFIL, WCAU. SURVEY DATES: APRIL 5-11, 1960.

I	IILADELFIIA		1		210	HONS: Y	AKCA, WEI	L, WCAU. SURVEI DATES	: APKIL 5-11	, 1960.
TO	P TEN FEATURE FILMS	RUN	TIME SLOT	AVER	And the second second	LOW	AVERAGE SHARE	TOP COMPETITION	STATION	RTG AV.
	"TENTH AVENUE ANGEL"— Margaret O'Brien, George Murphy; MGM; 1948; MGM-TV	Repeat	and the second s	RATING 11.9	12.6	11.3	16.3	Eternal Light Sen. Douglas & Friedman NBC Opera	WCAU	
2.	"THE LUSTY MEN"— Susan Hayward, Robert Mitchum, Arthur Kennedy; RKO; 1952; Show Corp. of America	Repeat	Early Show Mon. April 11 5:30-7:00 p.m. WCAU-TV	11.5,	11.9	11.3	35.7	Rin Tin Tin Popeye	WFIL	12.9 24.5
<b>3.</b> .	"KANSAS CITY CONFIDENTIAL"— John Payne, Coleen Gray; United Artists; 1953; UAA	Repeat	Early Show Wed. April 6 5:30-7:00 p.m. WCAU-TV	11.0	11.3	10.6	40.3	My Friend Flicks	. WFIL	14.3
4.	"BEHIND THE RISING SUN"— Robert Ryan, Margo; RKO; 1943; C&C Films	Repeat	Early Show Tues. April 5 5:30-7:00 p.m. WCAU-TV	10.1	10.6	9.9	40.3	Rocky & His Friends Popeye		18.9 .26.8
. 5.	"NOTORIOUS"— Cary Grant, Ingrid Bergman, Claude Rains; RKO: 1946; NTA	Repeat	Movie 3 Sat. April 9 11:00-1:00 a.n., WRCV-TV	9.9	11:3	8.6,	24.2	News; Weather World's Best Movie— "My Reputation" (Repeat)		13.2 7.5
€.	"THE KILLING"— Sterling Hayden, Coleen Gray; United Artists: 1958; A	Repeat	Early Show Fri. April 8 5:30-7:00 p.m. WCAU-TY	8.6	9.3	7.9	30.4	Rin Tin TinPopeye	WFIL	10.3 20.5
.1.	"THE GREEN SCARF"— Michael Redgrave, Ann Todd; Warner Bros.; 1955; UAA	Repeat	Hollywoods Best Sat. April 9 12:30-2:00 a.m. WFIL-TV	÷ 8.5	8.6	7.9		Detective's Diary What in the World Mr. Wizard News—R. Trout Pro-Football	WCAU	2.0
. 6.	"RELENTLESS"— Robert Young, Marguerite Chapman Columbia; 1948; Screen Gems;	Repeat	Early Show Thurs. April 7 5:30-7:00 p.m. WCAU-TV	8.0	8.6	7.3	37.6	Rocky & His Friends Popeys	WFIL	19.2 27.0
,9.	"MY REPUTATION"— Barbara Stamyck, George Brent; Warner, Bros.; 1946; UAA	Repeat	World's Best Movies Sat. April 9 11:15-1:00 a.m. WFIL-TV	7.5	8.6	<b>6:6</b>	22.5	Movie 3— "Notorious" (Repeat)	.wrcv	9.7
10.	"ROAD TO GLORY"— Fredric March, Lionel Barrymore; 20th Century Fox, 1936; NTA	Ist Run	World's Best Movies Mon. April 11 11:15-1:00 a.m. WFIL-TV	7.3	7.3	6.6	17,3	Jack Paar Show	. WRCV	6.8
D	ETROIT			ST	ATIONS:	WJBK, \	wwj, wxy	Z, CKLW. SURVEY DATES	: APRIL 5-11	, 1960.
1.	"PURSUED"— Téresa Wright, Robert Mitchum; Warner Bros.; 1947; Jayark	1st Run	Bill Kennedy Showtime Sum. April 10 1:00-3:30 p.m. CKLW-TV	10.1	11.8:	8.6	56.7	World Adventure	.WXYZ .WWJ	7.9 6.0 3.4 3.1
2.	"SO PROUDLY WE HAIL"— Claudette Colbert, Paulette Goddard, Paramount; 1943; MCA	Repeat	Nightwatch Theatre Sat. April 9 11:15-1:00 a.m. WJBK-TV	8.8	17.9	6.6	36.6	Weather; Movie	.wwJ	20.5
3.	"TAKE ME OUT TO THE BALL- GAME"— Gene Kelly, Esther Williams; MGM; 1949; MGM-TV	1st Run	Million Dollar Mövle Sun. April 10 3:30-6:00 p.m. CKLW-TV	8.6	11.3.	2.6		Sports Spectacular Masters Golf Tournament Matties Funday Funnies Lone Ranger	. WJBK	4.0 , 7.6 11.3 11.9
<b>'4.</b>	"MAISIE WAS A LADY" Ann Southern, Lew Ayres; MGM; 1938; MGM-TV	Repeat	Million Dollar Moyle Tues. April 5 7:30-9:00 p.m. CKEW-TV	8.4	6.6	7.9	14.8	Bronco Ford Startime	.WXYZ .WWJ	21.6 20.9
<b>5.</b>	"YOU WERE NEVER LOVELIER"— Fred Astaire, Rita Hayward; Columbia; 1942; Screen Gems	Repeat	Saturday Night Movle Sat. April 9 11:30-1:00 a.m. WWJ-TV	6.8	7.9	6.6	36.4	Nightwatch Theatre— "So Proudly We Hail" (Repeat)	. WЈВК	7.3
6.	"THE IMMORTAL SERGEANT"— Henry Fonda, Thomas Mitchell, Maureen O'Hara; 20th Century Fox; 1943; NTA	Repeat	Early Show Thurs. April 7 5:00-6:30 p.m. WJBK-TV	5.9	6.6	5.3		Looney Tunes		
7.	"BEACHHEAD"— Tony Curtis, Frank Lovejoy, United Artists; 1954; UAA	Repeat	Starlight Theatre Fri. April 8 11:30-1:30 a.m. CKLW-TV	5.7	7.3.	2.8	32.6	Jack Paar Show	. WWJ	8.9
8.	"WELL'S FARGO"— Joel McCrea, Frances Dee, Bob Burns; Paramount; 1937; MCA	1st Run	Nightwatch Theatre Fri. April 8 11:15-1:00 a.m.: WJBK-TV	5,5	9.3	4.0		Weather; SportsJack Paar Show		18.5 8.9
8.	"BROTHER RAT"— Wayne Morris, Eddie Albert; Warner Bros.; 1938; UAA	1st Run	Million Dollar Movie Mon. April 11 7:30-9:00 p.m. CKLW-TV	5.3	6,0	5.3	10.3	Cheyenne	.WXYZ .WJBK	26. <b>5</b> 27.8
	"THE PHILADELPHIA STORY"— Cary Grant, Katharine Hepburn; MGM; 1940; MGM-TV	1st Run	Command Performance Sun. April 10 9:00-11:00 p.m. CKLW-TV	5.4.	6.6	4.0		G.E. Theatre	.WJBK	23.2 17.6

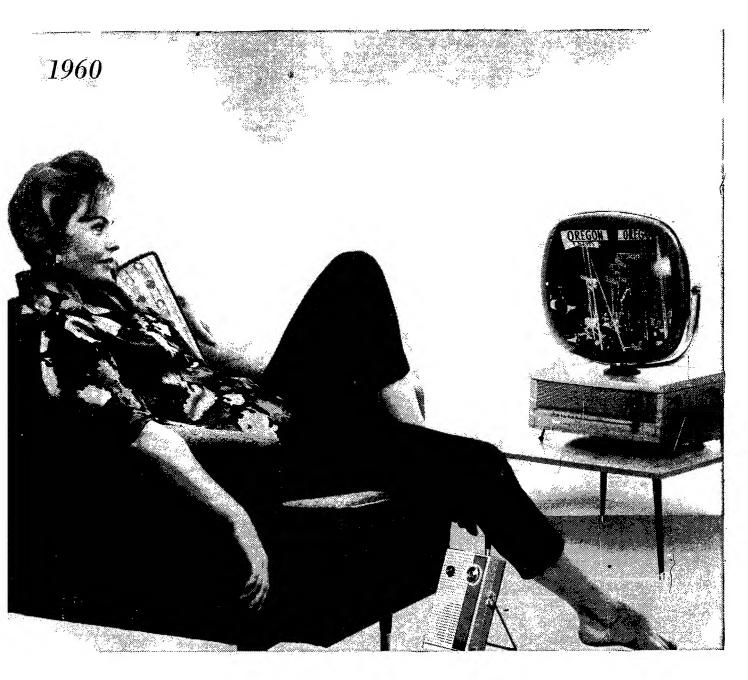


# inviting us back for

Radio

**DETROIT...**WJBK CLEVELAND....WJW TOLEDO...WSPD WHEELING...WWVA PHILADELPHIA....WIBG MIAMI...WGBS LOS ANGELES...KGBS

DETROIT......WJBK-TV
CLEVELAND...WJW-TV
Television MILWAUKEE...WITI-TV
ATLANTA.....WAGA-TV
TOLEDO WSPD TV TOLEDO ......WSPD-TV



From the Roaring '20's to the Soaring '60's, millions of people\* have been inviting Storer Stations back. Such loyalty didn't come on a silver platter. It had to be earned, over the years.

# 33 years

To succeed in broadcasting, we knew that we had to do two things: First, get invited into as many homes as possible. Second, keep getting invited back.

Only through awareness of what its particular community needs and what most folks want, can a station operate in the best interest of all.

Storer Stations work hard at it. That is why all of them have large, loyal audiences who respond to advertising messages. Why not check into it—today.

\*(Covering over 40,000,000 daily)

## STORER Broadcasting Company

33 years of community service

## WNTA-TV 'Daywatch' Gets FTC's Blessing; 'Play of Week' 80% SRO

"Daywatch," series of sight and "The Movie Makers" and "Psychi-gound shorties aimed for store and atry-Hollywood Style." home viewing, returns to WNTA-TV, Newark-N. Y. indie, next sea-son.

Among other new programming innovations on the station which seeks to supply alternate programming for the N. Y. Metropolitan

"Daywatch" will be telecast
Monday through Friday from 10
a.m. to 5 p.m. According to station
execs. the "Daywatch" operation execs. the "Daywatch" operation recently received a clearance from the Federal Trade Commission. FTC is said to have taken the position that "Daywatch" does not infringe on any provisions of the Robinson-Patman Act dealing with possible favored promotional efforts of advertisers.

Station is reported to have gued successfully that to installa-tions in stores for viewing by shop-

states shall that it instantions in stores for viewing by shoppers is a means of increased circulation. FTC clearance is seen by station exec as opening the gates for many possible bluechip accounts which may have shied away from using the all day show for fear of suits.

In other programming areas, "The Play of The Week" next season will be a participation huy vehicle. Station execs report that the dramatic showcase at this stage is about 80% sold out. Multiplerun series had been solely sponsored by Standard Oil (N. J.) last season.

Ventriloquist Jimmy Nelson,

ventriloquist Jimmy Nelson, starting Sept. 19, will open a new kiddle show, "Studio 9915;" to be stripped Monday-through Friday, from 5:30 to 6 p.m. Format kids an imaginary production unit, with Nelson and his puppets taking various technical and industry roles. Puppet producer's name in the show is David Summkind.

David Susskind's "Open End" will open the season on Sept. 25 with another round-table discussion on the tv medium. Participating will be Ernie Kovacs, Hugh O'Brian, Rod Serling, Sheldon Leonard, John Frankenheimer, Hal Humphrey and Cell Smith, the latter two newspapermen. Following "Open End" shows will be

ming for the N. Y. Metropolitan market is a 10-minute news show tion week." Show, titled "Dialing the News," will feature a newsman dialing" some of the principal newsmakers of the day.

Station also has lined up a series of Saturday 90-minute seminars with academic institutions for the morning presentations. Seminars.

nars with academic institutions for morning presentations. Seminars, ranging from the new nations of Africa to the legit stage, will fea-ture profs and practitioners in the specific subject and a group of stu-dents. Already lined up are Farleigh Dickinson College and American Academy of Dramatic Artists.

#### **Paul Harrison**

Continued from page 27 =

company's first commission, org is to supply the Columbia Pictures tv arm with five completed pilot scripts, for which a five-figure payment has already been made in advance, according to Harrison. Three of the scripts are to be delivered by Sept. 19, remaining two 60 days thereafter. Four of the pilots are half-hour shows, the fifth one-hour. Stipulated in deal

C.O.W., formerly was a Broadway C.O.W., formerly was a Broadway director and also a writer and director for NBC in N.Y. On Coast, he was with CBS-TV as a producer-director-writer, and directed the 90-minute Judy Garland spec as well as many Ann Sothern shows, and produced four of "The Untouchable" series. Prior to launching C.O.W., he was an executive at Screen Carre Inferre producer at Screen Gems in charge of developing new properties.

#### Kintner, King

Continued from page 23 =

ning of August session. However, the Senate Commerce Committee never held a hearing. King's term runs only through June 30, 1961.

Recess appointments will 'earry the appointees to January at least. If the Democrats win in November, however, the way would be open for Kennedy Administration choices to take the seats—which accounted for the Senate's stalling on Kintner and King. Bicks would almost cer-tainly go also, since new Adminis-trations traditionally pick their own men to fill the higher echelon of the Justice Dent

of the Justice Dept.

If victorious, Democratic nominee John F. Kennedy also can pick his own chairmen of the two Commissions—the choice of chairmanships always being that of the President.

#### **Kennedy-Nixon Panel**

Continued from page 23

from 10 to 11 p.m. (EDT) will come from New York and concern foreign affairs.

None of the programs will be sponsored, and none will have a studio audience. The army of reporters covering the Presidential candidates will be kept out of the studio. Monitors will be made available to them

groups) is having its national convention there. Telegrams were disvention there. Telegrams were dis-patched to Kennedy and Nixon in-viting them to debate before the Assn.'s convention. The invitations were declined.

#### **Hitler's Hate Station**

Continued from page 2 =

operation the 500,000-watt radio station built there 20 years ago by Hitler in a mountain fastness overlooking the Riviers and Mediterranean Sea.

It is Europe's most powerful radio station. From it will go forth in 27 languages, beamed to all countries in the Eastern hemisphere, the word of God in ser-mon, song and story. Said "Chub" Seawell, himself

Said "Chub" Seawell, himself a well-known evangelical speaker, "Paul's greatest concern is to see that people all through Europe, including those behind the Iron Curtain, have their spiritual needs met through this means." And he added inmittably, "Until you hear "The Rock of Ages' broadcast in Russian, you ain't heard nothin' yet."

More than 100 staffers, includ-More than 100 staners, includ-ing many accomplished linguists, will assist in the programs to be aired from Monaco. Billy Graham, classmate of Dr. Freed at Whea-ton College, has promised to speak over the station on his visit to Europe within a few months. The project is supported by inde-pendent churches and religious

groups.

The Freeds, married in 1945, lived for several years in Greens-boro, where Paul Freed had his headquarters as superintendent

#### Foreign Restrictions

= Continued from page 27 =

for stations there are licensed by the Postmaster General.

Japan: Ceiling \$500 per half-hour show and each network is limited to 10 half-hour U.S. shows

weekly.

Italy: Funds blocked to all intents and purposes. Regulation finds American exporters obligated to sink 80% of their receipts Italian film industry.

France: Reportedly, very diffi-cult to get funds out of that coun-

Brazil: Reported new regulation limiting the amount of dubbed U.S. vidfilms in prime time to 20% of the station's schedule.

In addition, there are taxes to contend with, 29% of the receipts to the U.S. goes for taxes in Puerto Rico; 19% in Argentina.

In short, foreign biz is a rough and tumble road. The dollars are there for most areas. But so are the restrictions and the headaches.

#### TV Reviews

Continued from page 10 :

glided with elephantine grace through "interviews" with four ladies. One was to become that day's television version of royalty. It was ignoble. Choice, as always (by the traditions and confines of the format) was to be made by the audience at the Moulin Rouge where the program is produced. Of the four sad ladies, the one who Of the four sad ladies, the one who affected this band of freeloaders most deeply would be the winner and new queen. There was the little immigrant, who having spent every last cent on transportation from Germany, was now expecting to bring into her impoverished world a child. There was also the lady, looking no wealthier than her Germanic friend, who had five or six kids at home, one of them a retarded child, as Bailey judiciously noted. Neither of them won. fifth one-hour. Stipulated in deal is the clause that C.O.W. is not required to divulge either the title or subject matter of any of the five until they are delivered, an unusual clause at best, which Harrison attributes to the confidence SG has in org's writers.

While main goal is to concentrate on tv, this will be followed by entry into feature films and Broadway theatre. Two of the planned Broadway theatre. Two of the programs will be for the Youth for Christ movement. Their home is now in Chatcher and none will have a studio audience. The army of refurn this fall for the sake of the children's schooling. Dr. Freed—who is now teaching them their lessons, including Frenchwill to some the children's schooling. The world a child. There was also the children's schooling to bring into her impoverished will then return to Monaco.

While main goal is to concentrate on tv, this will be for the Youth for Christ movement. Their home is now in Chatcher. The harmy of return this fall for the sake of the children's schooling. Dr. Freed—who is now teaching them their lessons, including Frenchwill the return to Monaco.

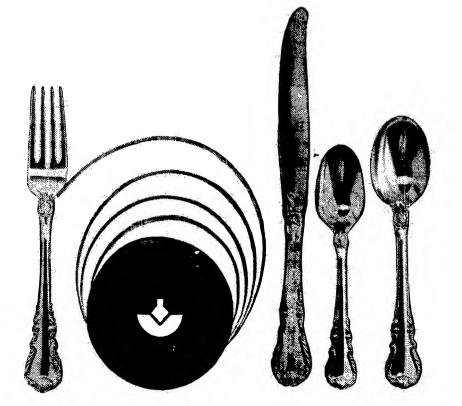
Will the return to Monaco.

While main goal is to concentrate on tv, this will be for the Youth for Christ movement. Their home is now in Chatcher. The home is now in Chatcher. The home is now in Chatcher. There was also the ment. Their home is now in Chatcher. The illustration is the sake of the children's schooling. Dr. Freed—who is now teaching them their lessons, including Frenchwill the properties of the children's schooling. The world a child. There was also the ment. Their home is now in Chatcher. The ment of the properties of the winder of the properties of the children's schooling. Dr. The world and the properties of the children's schooling. The world a child. There was also the ment. Their home is now in Chatcher. The ment of the properties of the children's schooling. The ment of the w

The commercial is the payoff



Lobster Thermidor and Baked Alaska are fun to eat sometimes...but you wouldn't want to live on them. The thing that puts roses in the cheeks of the TV sponsor is that all-important three minutes of tape or film that carries the product sell ... Here at Ayer we know that the sponsor's bread and butter is our bread and butter. We try to make every commercial so flavorful, so packed with Imagination and persuasion, that the most jaded audience palate will respond. N. W. AYER & SON, INC.



#### With the Station Reps

It must be confusing to the AMty combos that are members of both the Television Bureau of Adboth the Television Bureau of Advertising Bureau. TvB recently issued a study knocking radi, which did nothing more than bestir a return salvo from RAB. Latter last week press-previewed its retaliation, which, with slide presentation, starts making the agency rounds this week.

this week.

RAB puts the issue right in the title, "Radio's Adult Audience Penetration Compared With TV." and goes ahead to argue that during the principal shopping hours, daytime till 6 p.l. radio's adult audience exceeds ty's. Study also reports that radio's audience in "Buy-Time" is larger now than it was in '58 during a similar study.

Some of the audience disparities.

top tv sgencies had reps aboard ... Health-foodist Carlton Fredericks show will be repped by C. F. Productions, New York. AMEr is now syndicated on 25 stations by WOR, New York . TvAR says new mothers watch more tv than other women in the most recent addition to the rep firm's Audience Dimensions study (they probe the Westinghouse station markets for results).

#### SALTER'S STATE TAX RAP ON 'STOP MUSIC

N. Y. Supreme Court recently ruled against Harry Salter in a tax case. Negative ruling held the musical director of "Stop the Music" liable for a state business tax amounting to 4% of the income from his unincorporated business enterprises. enterprises.

reports that radio's audience in "Buy-Time" is larger now than it was in '36 during a similar study, Some of the audience disparities turned up in the 27-market study are tremendous. For instance, adults reached during the 8-9 a.m. slot; radio, (8.811,330 against te's 917,000; 4-5 p.m.; radio, 7,691,100 to tv's 4,575,180.

Briefs: Robert H. Biernacki, formerly a sales exec for Radio-TV Representatives, becomes an account exec for AM Radio Sales. WITN, Washington, N. C., recently hosted New York timebuyers on a four-day market tour through Eastern North Carolina. About a dozen

#### It's Cott to Be Good

It's Cott to Be Good
Johnny Cott, son of yetbroadcaster Ted Cott, had his
moment of triumph, in the
midst of an overall attack on
the tv medium. The attack was
carried in the "News From
Columbia College," issued to
all entering freshmen.

Cott, a freshman himself,
found that WNTA-TV's "Open
End" was one of the few programs singled out for praise i
the list of "do's" and "don's"
given to entering students. Ted
Cott is programming topper of

Cott is programming topper of WNTA-TV, Newark-N.Y. indie.

WNTA-TV, Newark-N.Y. indie. Paragraph dealing with tv set ownership in college rooms read: "Definitely a bad. The sedative and time wasting nature of this medium which has shown great promise but little fulfillment for more than a decade is well known to you. Ferris Booth Hall has a tv viewing room, in which you may see the 'World Series, election news, 'Open End' and the like."

#### Mennen's Sports Buy

Mennen Co. has picked up 65-week sponsorship of Phil Rizzuto's five-minute "Sports Time" strip on CBS Radi , effective this Mon-day (5).

Company will use the show as a peg for an extensive ad campaign featuring Rizzuto for its men's toiletries line.

## Some Big Creative Wigs in JWT Departure in Client Defections -On Other Madison Ave. Fronts

J. (for James) Walter Thompson agency, long known as a sanctuary for Madison Ave.'s weary job itinerates, is suffering its first case of security shakes in remem-

Since the early thirties, Thompson has not only been a place to fade away in relative peace, but also the nation's number one agency in total billings.

This year, however, has seen the defection of two major ac-counts totalling some \$20,000,000 in billings (Shell to Ogilvy, Benson & Mather and Boyle-Midway son & Mather and Boyle-Midway with re-assignment not yet announced). The gouge was offset somewhat by acquisition of RCA from Kenyon & Eckhardt. But it's now understood that the electronics firm, along with the trimup in broadcast divisions recently, has slashed the ad budget from \$12,000,000 to \$6,000,000 or less. Shakedown in coin has left a couple of sizable account groups

with little more to do than contemplate the final solution.

Same time, no less than half a dozen top creative execs have fled, all within the last three months. Joe Stone, who created the Ford jingles based on popular tunes, is now on the Buick account at McCann-Erickson. Dick Neff, top copywriter and author of an off-beat trade-mag column, is now a veepee at Compton. Ed Graham Sr., veteran creative man (whose son originated the Piel Bros. blurbs when both were at Young & Rubicam), has left to head up General Outdoor's creative department. Finlay Hunt, number two creative man on the Ford account under Harry Trelevane) has shifted to a car account elsewhere. Two other creative w. k.'s, Win Taylor and Murray Goodwin, have and Murray Goodwin, have and kled, the latter for LaRoche agency.

Ready the latter for Lancenagency.

Besides the exit of a startling number of creative wigs and the loss of two important accounts the naming of a new leader (Norman Strauss taking over for Standard on page 42)

(Continued on page 42)



Rises in Tulsa

"Please stop saying 'A-a-a-ah-h-h-h!' when you drink your Cain's coffee. You're teaching grandpa bad habits."

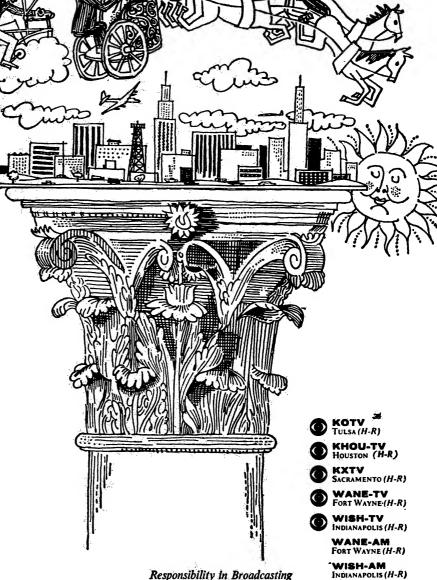
So wrote a little girl to KOTV's local Helios, whose enthusiastic coffee breaking on "Sun-Up" prompted the bit of sponsor identification quoted

KOTV's sun chariot rolls across the Tulsa sky every morning from 7 to 8. For half that time a long-established early morning network program tries to make a race of it on another channel but our program out-rates it two- or three-to-one. We think we know why. There's the program's spontaneity. (If some-

goofs, corrections are made on camera. It's not unusual for a cameraman to shout, "What do we do next?" The audience usually sees the behind-the-scenes answer.)
But the most significant reason for the pro-

gram's success is its happy blend of *local* service and entertainment. It is indigenous. Without the unlimited budget of its network competitor, without the pick of the nation's brain power or talent—although visiting national personalities frequently put in an appearance—"Sun-Up" is nevertheless fresh and informative. It does not offer the academic charm of national weather reports-it tells how to dress the kids this morning. It presents conversation-making neighbors, not headline-making global celebrities. And, while it is important to keep up with world affairs—as "Sun-Up" does through newscasts—what the viewer really sees is a reflection of life

in his own community.
"Sun-Up" interprets Corinthian's basic programming philosophy. Through the unequalled CBS eye, we bring our viewers entertainment and information from the outstanding network. In addition, regional needs and tastes are met by creaddition, regional needs and tastes are niet by cle-ative local programming. This, we believe, builds audience loyalty, wins viewer respect, and helps make friendly prospects for our advertisers.



e corietiai

# TICKING OFF MORE SUCCESSES EVERY DAY!

WHIO
WOW
KTEN
WREX KING
WIXT
WISN
KXTV
KW
KRON
KXTV
KWHC
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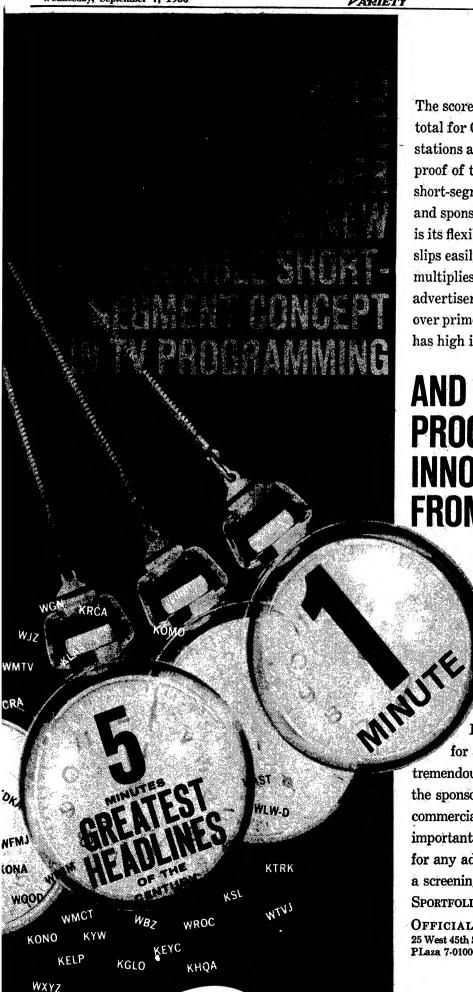
KOB

WBEN

WXYZ



KIMA



The score for ALMANAC ... 90 stations. The total for Greatest Headlines ... over 50 stations and still coming! Convincing proof of the tremendous appeal of this short-segment concept for audience, station and sponsor alike! The reason, of course, is its flexibility. A five-minute show slips easily into any time slot. It multiplies exposure and frequency. It allows advertisers to stretch advertising dollars over prime TV times. And the subject matter has high inherent interest and prestige.

AND NOW...ANOTHER **PROGRAMMING** INNOVATION FROM OFFICIAL

Great, dramatic high points in the history of sports ... brought to the TV screen through newsreel clips. Exciting, fast-moving vehicle for a commercial message...

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# 'Open End' A Wide - Open Rhubarb

(often very impressive) even in inclinations. Hollywood's poorest years. Question

often very impressive) even in Hollywood's poorest years.

Susskind never pursued seriously this plane either. The N. Y. Times man Murray Schumach again gave the impression of being the most objective, if not the most informed of the reportorial phalanx. He observed that Carl Sandburg thow working with George Stevens on "Greatest Story Ever Told") was the "most interesting person in Hollywood." Schumach set the stage for what might have become a stinulating discussion of the art of motion pictures in commenting upon Fred Zinneman's completed, but not yet released. "The Sundowners." But this line was not pressed, nor did Susskind attempt to follow through when Hyams made favorable comments about Stanley Kramer's forthcoming "Inherit the Wind." Susskind, however, jabbed with a crack that Jerry Wald's "Return to Peyton Place" had the ring of an "erotic" sequel and that "Portrait in Black" was a "lurid" romance. Susskind made his remarks stand out better than the reporters. Indeed, there was a surprising hesi-

Susskind made his remarks stand out better than the reporters. Indeed, there was a surprising hesitancy and lack of articulation about the definition of "lurid" when it teame Miss Muir's turn to juggle the adjective.

Sidney Skolsky jarred Hyams momentarily by suggesting that the Trib man's national mag article. "Should Movie Stars Marry?" wasn't the highest type of journalism. (Skolsky took a jab at Wald's masterminding of the Academy Awards show two years ago. All agreed the event is big news but hasn't been projected too effectively on ty.)

Influence of the old scandal sheet,

ly on tv.)

Influence of the old scandal sheet,
Confidential, on mag editors was
kicked around by Hyams, who concluded that editors had "again regained judgment" and "sanity."
Concensus was that the real culprit

The confidence of the bought such that ditors had "again reing over each other (although not
eensus was that the real culprit
the public that bought such
ies. Apparently there is a com-

vious week—the fourthestaters fell mercial excuse for editors who condown again on the job by failing to give appropriate due to the artistic accomplishments achieved vate and not pander to man's baser

inclinations.

Question of propriety of junkets as possibly influencing news judgment brought assertions by Schumach and Miss Muir (long-time N. Y. Daily News correspondent) that their papers, barred them. Others, including Jonah Ruddy (British correspondent), disclaimed that junketing resulted in flavoring their reporting.

their reporting.

Typical of the unsatisfactory nature of this exploration of what Susskind's sextet thinks about Holliwood was the panelists' enunciation of their "philosophies," to quote the moderator, as to their work. Ruddy said, "Primarily hard news" for the Daily Mail, but added that his other British outlets enjoyed serving the "life and loves of Elizabeth Taylor." Schumen said he covered Hollywood loves of Elizabeth Taylor." Schu-mach said he covered Hollywood just as "any other" Times corre-spondent would report news from any of the paper's other bureaus. Connolly, after some searching, settled for what he said was Wil-Connolly, after some searching, settled for what he said was William Randolph Hearst's advice to Louella Parsons, "Get it first, but get it right." Hyams said he regarded Hollywood as a "big fun place" and shaped his stories to appeal to the Trib's "sophisticated Westport commuters." Miss Muir said she played her news on the basis of names that would have the most interest to New Yorkers and cited the Lana Turner-Fred May engagement as an example.

Skolsky, who bylined a N. Y. Daily News column the now repathe N. Y. Post) long before most of his colleagues came on the Hollywood scene, said he never thought "such a thing as philosophy" entered into his work. That was about the most refreshing of the evening wherein the newsmen again displayed rudeness by talking over each other (although not se frequently as the week hefore)

#### Taeger Technique

Ralph Taeger, newcome lead of NBC-TV's "Klondike"

lead of NBC-TV's "Klondike" series, in this election year has borrowed an old politice technique to push his show.
Teager walked the Times Square area yesterday (Tues.) introducing himself around and offering a handshake. His prepared spiel went this way: "My name is Ralph Taeger. I'm not running for political office, but I am running for to stardom. I'd like to have your support." Cards went with the handshake, giving the title and time of the show.

#### **CBS News**

maintains its own news staff TV maintains its own news staff (plus picking up and servicing CBS News). WBBM-TV decided, after getting its "Crisis" footage in, to syndicate the show in order to write off some of the costs. WCBS-TV was one of the first buyers and aired the show last Thursday (1).

Thursday (1).

Did WCBS-TV contravene long-standing policy in the sense that "Crisis" did not come out of CBS News? Maybe so, but at the same time WBBM-TV is part of the family, an arm of the CBS Television Stations Division, as is WCBS-TV (whereas CBS-TV Network and CBS News are separate divisions). Though obviously a matter of corporate-family loyalty, the "Crisis" booking provokes the question of what happens when some other non-CBS News source offers some programming that WCBS-TV would want. programming would want.

would want.

Almost overlooked in the situation was the fact that from the WCBS-TV standpoint, "Crisis" was the first in-depth coverage available to it on the Congo situation. CBS News has, of course, been providing spot coverage but has not yet scheduled a special on the situation. So that "Crisis," outside package though it may be, gave WCBS-TV a chance to jump on a hot story. Unless fast-breaking news developments change the picture, first CBS-TV network special on the Congo won't come until October, on one of the early "Eyewitness to History" shows.

# TV's New Faces In Old Forms

Trendex plums. The impact of a Robert Stack in the "Untouchables" or a Raymond Burr in "Perry Mason" is far more meaningful than a Robert Taylor in "The Detectives." A Robert Horton in "Wagon Train" or a Robert Fuller in "Laramie" invites a much larger tv audience than a Henry Fonda in "The Detugt." That many of the new hopefuls will be doing and saying approximately the same thing—and perhaps in the same way—is beside the point. If a personality clicks, he can even!

The "new faces" are equally "Perry Mason" is far more meaningful than a Robert Taylor in "The Detectives." A Robert Horton in "Wagon Train" or a Robert Fuller in "Laramie" invites a much larger tv audience than a Henry Fonda in "The Députy." That many of the new hopefuls will be doing and saying approximately the same thing—and perhaps in the same way—is beside the point. If a personality clicks, he can even carry a mediocre entry into the winning column.

winning column.

In at least one instance, hopes are high that a new female star will emerge this season. Specifically, NBC-TV and MGM-TV are shouting it up for Lori Martin, who becomes the tv counterpart of Elizabeth Taylor in the "National Velvet" series. But mostly '60-'61 translates itself into the battle of the hove

translates itself into the battle of the boys.

The Sarnoff-Kintner triumphant "youth must be served" credo in the area of news (as evidenced by the Brinkley-Huntley victory) spills over into NBC's new entertainment sgements, with the "big talk up" now revolving around Ralph Taeger ("as lanky as a Peck with a Bogart voice") and James Coburn ("a new kind of cheerful villain; nobody wants to see him get killed"), both fronting the new "Klondike" series. NBC is waging that Clu Culager will come off a star as Billy the Kid in "Tall Man"; ditto Don Collier in "The Outlaws" ("he's rugged and steelyeyd; you gotta believe in him"); or Skip Homeler (he goes way back as a kid star in legit but this is his first ty series) in "Dan Raven."

ABC-TV, which has probably had

side Six."

The "new faces" are equally abundant at CBS-TV, where the thrusts for stardom will revolve around Marty Milner and George Maharis in "Route 66"; Anthony George and Doug McClure in "Checkmate"; Marshall Thompson in the "Angel" comedy series; Charles Quinliven as "Mr. Garlund," and Keith Larsen and Jeremy Slate very much in the hero swim in "Aquanauts."

## TV Follower

Continued from page 30 =

pictures in which rich men were bums and lice.'

During a discussion of A, B and C Hollywood party lists, Hyams put in, "If you know the names of everyone there without being troduced to them, you're at an

that Clu Culger will come off. a star as Billy the Kid in "Tall Man"; ditto Don Collier in "The Outlaws" ("he's rugged and steely-eyed; you gotta believe in him"); or Skip Homeler (he goes way back as a kid star in legit but this is his first tv series) in "Dan Raven."

ABC-TV, which has probably had more success than its competitors in incepting the new type tv star, is loaded with "60-61 candidates, as witness Dewey Martin in the Walt Disney series; James Holden as Gardner McKay's new sidekick in "Adventure In Paradise"; Mark Miller, Flip Mark and Earl Hodgins

strouged to tnem, you're at an "A" party."

Passage of stars produced comment from Schumach that, "If you look more than 18, you're going to have a great deal of difficulty becoming a star."

Apparent lack of sufficient preparation and discipline resulted in an extraordinary show of rudeness, with as many as five voices frequently heard at once—so that nothing was heard. It's to be expected that Susskind will maintain better control of his panel next week, will instill questions of greater import and relevance as well as slightly less patronizing the control of his panel next well as slightly less patronizing to have a great deal of difficulty becoming a star."

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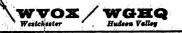
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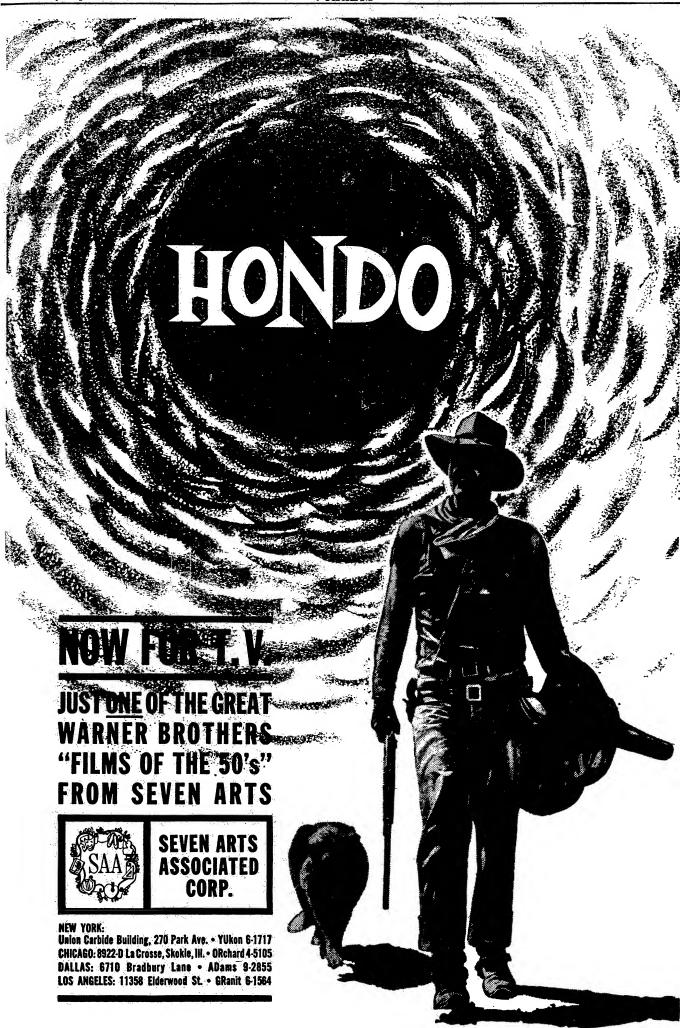
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WFYI WVIP





# Rainier's Monte Carlo TV Festival **Looks Like Fizzle; Little Response**

Though reportedly 57 nations, including Britain, have been invited to take part in the first international tv festival to be held ternational tv festival to be held at Monte Carlo Nov. 14-26, re-sponse here can't yet be described remotely as enthusiastic. Reactions range from "what festival?" to "we haven't thought about it yet," though apparently Prince Rainier has announced that there'll be an has announced that there is be an international jury deciding on winers in nine categories and all that—indicating, in fact, that the shinding is envisaged as paralleling in importance and scope a film fest such as Cannes or Venice.

such' as Cannes or Venice.

Just how far the Monte Carlo
affair will in fact get seems in
doubt from this distance, inasmuch
as it hasn't yet been given a nod
by the European Broadcasting
Union. EBU, meeting in Geneva
this month, has on its agenda nexy
year's proposed Montreux fest, together with an ancillary item ether with an ancillary item festivals in general" and until the







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with mass-appeal material seeks an aggressive, experienced commission agent to sell TV, motion picture, radio rights.

Write Frank Lualdi, Pines Publications Inc., 353 Lexington Avenue, New York.

results of the Geneva confab are known it's impossible to see how much support will be forthcoming from the U.K. or, indeed, all mem-

# KTTV's \$835,750 Fall Sked Bally

Hollywood, Sept. 6.

One of the most extensive and expensive promotion-advertising-publicity campaigns in local tv history, estimated by the station at \$835,750, gets underway this week as KTTV launches ballyhoo of its new fall program sked.

Station will utilize tv, radio, newspapers, trade mags, Sunday, trade bads hillboards

Station will utilize tv, radio, newspapers, trade mags, Sunday supplements, bench ads, billboards at the station, contests and huge signs pulled by boats along the beaches, and expects to obtain at least 301,000,000 advertising impressions—43 impressions for each of 7,000,000 travelers in this area. Newspaper ads are skedded almost daily between Sept. 7 and Oct. 11 in Southland publications. A 204-sbot radio campaign on sta-

Oct. 11 in Southland publications. A 204-spot radio campaign on station KBIG, KGBS and KWIZ will be launched Sept. 19. A total of 1,200 bench signs will be used, commencing Sept. 15.

Station has acquired for its fall schedule 10 new syndicated properties, seven making their ty preem, and has developed two additional new shows of its own accord. A total of 750 half-hours is involved.

# **UAA'S INITIAL SALES ON 'BOXOFFICE 26'**

First stations to sign for United Artists Associated's new package of 'Boxoffice 26' include KTVK, Phoenix, and KLRY, Las Vegas. Package of UA pix include 'Barefoot Contessa.' Ava Gardner and Humphrey Bogaft, "King and Four Queens," Clark Gable and Eleanor Parker; and "Baby Face Nelson," Mickey Rooney. All are post-'48's.

Nelson," Mickey Rooney. All are post-'48's. "Other UAA sales include pix packages to WNBC-TV, N.Y.; Warner Bros, features to WTVT, Tampa, Fla.; WMAL-TV, Washing-ton; KXGO-TV, Fargo, N.D.; RKO features to WHNB-TV, Hartford, Conn.

## **BBC-TV's Schoolcasts**

London, Sept. 6.

A new year in school broadcasting starts here Monday week (19).

BBC-TV transmissions, which will be doubled, will inaugurate an arts series and a new major skein in the scientific field, while one of the innovations to be made by commercial tw will be the inclusion by Associated-Rediffsion Ltd. of French in the curriculum. It's the first time a modern language has been taught by tv.

# Flamingo's \$700,000 On 'Superman' Reruns

In two months of selling, Flamingo Films reports a gross of more than \$700,000 for the kid rerun series "Superman," which has become available for general syndication with expiration Kellogg's exclusive rights.

Kelloggs excusive rights.

Sales markets include New York,
Chicago, Detroit, Atlanta, Miami,
Fargo, South Bend, Milwaukee and
Albuquerque. Show has been
scheduled twice a week on WPIX,
New York indie, with Silvercup
bread bankrolling, Silvercup also
will sponsor the show in Chicago
and Detroit. and Detroit.

On video for eight years, "Superman" was first seen on the ABC TV network under Kellogg spon

# **USS Triton Feat As Telefilm Entry**

Hollywood, Sept. 6. Insight Inc. has completed some

thing of a coup by securing to rights to the filmed account of the USS Triton's recent 40,000-mile underwater circle of the world. Footage will comprise one of the segments to be aired in Insight's "Expedition!" teleseries, starting Sept. 20 in ABC-TV's 7 p.m. slot, with Ralston-Purina sponsoring.

with Ralston-Purina sponsoring. Film was shot by National Geographic Society's Cmdr. Joe Roberts, USNR, and Navy cameramen. It features periscope photography of the desolate St. Peter & Paul Rocks in the Atlantic, Cape Horn, the Philippines, primitive sailing vessels and closeup shots of startled fishermen in outrigger canoes. Also show is the work of the 175-man crew, Navy and civillan scientists and Capt. Edward Beach. USN, who closely followed Magellan's historic 440-year-old route.

#### Lotsa Cheesecake

Ziv-UA says "Lock Up" sells cheesecake. From the dis-tribution company's flacks comes this success story in New Orleans, where McKen-New Orleans, where McKen-zie's Pastry Shoppes sponsor the half-hour film series on WWL-TV during prime time:

After two one-minute blurbs (pitching a cheesecake special) during a recent "Lock-Up" episode, (1) the head of the bakeries' ad agency person-

bakeries ad agency personally had to join the expedition to but out an entire supermarket aisle of 2,500 boxes of graham crackers; (2) an account man "urgently cornered" the sour cream market, "buying up" the output of seven dairies; (3) nine "gray-flannel porters" lugged the crackers and cream to McKenzie's bakery, while (4) bakers worked six hours of overtime to make more than "8,000 the "emergency." extra" cheesecakes to meet

# . And Then There Were Five

Hollywood, Sept. 6. Writers Guild of America West's disciplinary committee chairman Barry Trivers has sent all members of the union a four-page letter notifying them in much detail what his group has been doing as regards so-called "scabbing" during the long strike last winter and spring of WGA against producers of theatrical and tv. films

tv. films.

As far as Trivers' report is concerned it seems to deal entirely with telepix and states that "out of 100 accusations presented to the committee ... 90 checked out false and unfounded. Of the remaining 10, five proved to have a satisfactory explanation for an apparent breach of chics. The final five ..., the committee is working on

apparent breach of thics. The final rive ..., the committee is working on.

"A trial of one member already has been held, and the accused was found guilty of the charge of violating the Guild's strike regulations. The trial committee's findings and recommendations have been approved by the council. The constitution provides the member with the right to appeal, which appeal can be carried to the membership at its next annual meeting."

# GASSMAN IN OWN DISTRIB-PROD. SETUP

Nat Gassman, once exec veepee of Medallion distribbery, has formed a new distribution-production house, B.C.G. Films Inc., with some Wall St. backing. Investment broker Charles Carson, retired indistrialist Ed Brown and some unnamed backers are in the venture with him with him.

Gassman already has a dozen feature films under contract. This first group are initially for theatrical release, but within the next several weeks (Gassman is winging to Europe and then visiting a couple of Hollywood indie producers to line up post-48 product) he expects to have an initial ty group of 30 features an initial ty group of 30 features.

30 features,
Among the films B.C.G. has already lined up are the Frenchmade "Forbidden Games" in both dubbed and original versions; "Colditz Story." an English-made pic with John Mills and Eric Portman; and several films, virgin both theatrically and for ty, including "Life, Right and Center" with Alistair Sim.

# Savage Sets Up New Prod. Outfit

Former syndie and web film exec David Savage, who is now veeped in charge of radio and tele for Lynn Baker ad agency, ill head up a Lynn Baker affiliated firm, Studio Programs, Inc., a production branch for live, film and taped video programming.

branch for live, flim and taped video programming.

Savage will continue as broadcast head of the agency while taking over as prexy and partner with R. Lynn Baker in Studio Programs. He says SP "will concentrate on programs for network or national client sale and also on the development of possibilities for syndication. In all cases, Studio Programs will finance its own developmental activities which will include options on properties and talent and the writing of scripts. It will also consider financing or co-financing all individual projects, although it will not establish the usual rotating production fund patterns."

In a few weeks, he says, the new

In a few weeks, he says, the new firm will begin sales n a series of sports spectaculars as well as a half-hour film series with a name star (a musical situation comedy.) Also planned is a kid show package featuring pets.

Will King, formerly with Wm. Esty agency, will assist Savage in sales and production. At Esty, he worked in radio and tv and also as an account exec.

In tv, Baker agency handles Quaker Oats Puss N' Boots cat food and institutional advertising, Playtex-Nurser and Woolworth

Before joining Baker about three Before joining Baker about three months ago, Savage was exec veepee of Bernard Schubert syndicishop. He was at one time director of film procurement for CBS-TV and the o&o's; a film buyer and programmer for the NBC film division.

#### Aussie's U.S. Rep

Mussie's U.S. Kep
Modern Film Corp., topped by
George Barnett, has been appointed programming representative in
the U.S. for the Melbourne and
Queensland stations of Australia's
Herald-Sun Television, Ltd.
Barnett will act as contact between the Australian network and
its suppliers in the American ty
industry.

# Hearst Telenews Buys

Hearst's Telenews service has signed another 15 stations the past two months.

Countdown includes KOVR, Sacramento-Stockton; KCPX, Salt Lake City; WFAA, Dallas; KLFY, Lafayette; and markets in Brazil.

Latayette; and markets in Brazil. "This Week in Sports," the Telenews quarter-hour weekly sports review, was sold in seven markets, Deals include KFBC, Cheyenne; KTRK, Houston; and ZBM, Bermuda; "The Weekly News Revlew" was bought by KFBC, Cheyenne, and KTVO, Ottumwa, Ia.

# **FASTEST** SELLING **SYNDICATION** TODAY!



Buyers who know the best are snapping it up... Pacific Gas & Electric Co. (through Batten, Barton, Durstine & Osborn) signed the series for San Francisco; Bakersfield, Chico-Redding, San Luis Obispo, Salinas-Monterey, Eureka and Fresno . . . astute station groups like Triangle bought for all of their markets including Philadelphia, New Haven-Hartford, Altoona-Johnstown, etc., and Crosley Broadcasting for Cincinnati, Columbus and Atlanta. and the list of available markets shrinks every day!

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SEATTLE-TACOMA PITTSBURGH 28.0 38.7

Above Ratings Nielsen, March '60

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# There's no biz like competitive show biz:

ABC FIRST in rating, share of audience for last three Nielsen Reports, (weeks ending Aug. 14, 21, 28) covering 24 Markets where all three networks have equal facilities—and offer viewers a clear, 3-way choice. (On the last two of these reports ABC led 4 nights out of 7.)

ABC FIRST in rating, share of audience for first three 50-Market expanded Nielsen Reports (weeks ending July 3, 10, 24.\*) Here again, all three networks compete on equal facility basis.

THE FRONT-RUNNING COMPETITIVE SHOW BIZ PROGRAMMING responsible for this track record will be further strengthened come Fall by the entry of THE ISLANDERS (Sun. 9:30-10:30 PM)...HONG KONG (Wed. 7:30-8:30 PM)...THE LAW & MR. JONES (Fri. 10:30-11 PM)...THE ROARING 20's (Sat. 7:30-8:30 PM)...oddson favorites all. ABC TELEVISION

# **TV-Radio Production Centres**

#### IN SAN FRANCISCO

Quote from Paul Speegle's News-Call Bulletin column last Friday "A meeting takes place here next week which will be watched with consuming interest by the radio and tv fraternity. A well-known hotel man and a tv star, plus assorted individuals, will be formulating hotel man and a tv står, plus assorted individuals, will be formulating plans for a fifth national radio network, with headquarters on the West Coast"... KGO-TV's broadening "Shell News" coverage, using more ABC reporters and hiring John Stolaroff and Jim Lederer for local films ... Reva Saper commuting to Hollywood as production assistant for NBC's "Celebrity Golf" series ... Dave Corbin departed KCBS for a p.r. firm—first task is to line up personalities for Lu Hurley's new tri-weekly KNBC interview show ... KHIP-FM will cover Monterey Jazz Fest live ... KQED latched onto BBC's Marshal Montgomery series ... Eric Fleming, Sheb Wooley, Raymond Burr and Jim Arness due in Frisco this coming weekend for Pacific Festival's kickoff parade ... Lenn Curley to KGO-AM for "Opera Curtain Time" ... KGO-TV's Pat McCormick pinch-hit for Dick Clark on "American' Bandstand" last Friday (2).

#### IN PHILADELPHIA

Bob Menefee, ex-WIP deejay takes over WCAU morning show, for merly manned by Ed Harvey, who has moved on to afternoon spot.,... Pat Stanton, owner of WJMJ, off to Ireland to tape interviews with government officials . . . International Truck bankrolling "Sports with Bill Campbell" across-the-board on WCAU. Over 100 dealers, their fraus and friends met sports director Campbell at station shindig to launch 13-week broadcasts . . WFIL-TV and WCAU-TV televised funeral services for John Cardinal O'Hara, Archbishop of Philadelphia (5: . . Tommy Roberts handling "Race of the Week" series for NBC-TV from Monmouth Park . . . Jack Pyle, WRCV d. j., and 700 of his "Pyle-Drivers" to attend golf party (11) at Galen Hall, Wernersville, Pa. . . Don Winther, commercial director of the WFIL stations has switched to WBZ-TV in Boston . . Dick Clark to do "American Bandstand" from "Frontierland." Pennsville, N. J. (12) for a teenage western. The "studio audience" will dance in the streets. Cowboys and bucking broncos will be featured and Larry Verne will sing his "General Custer." government officials . . . International Truck bankrolling "Sports with

#### IN WASHINGTON

The American Bar Assn.'s "Gavel Award" has been presented to Joseph W. Goodfellow, NBC v.p. and general manager of WRC-AM-Joseph W. Goodfellow, NBC v.p. and general manager of WRC-AM-FM-TV here, in recognition of the o&o's successful "Juvenile Court" series, produced by Lou Brott . Peter V. O'Reilly appointed local sales manager of WTOP-TV . Joseph F. McCaffrey launched a new five times weekly "Political Previews," sponsored by a local savings institution, over WMAL Monday 15). For a gimmick, the audience gets to "vote": i.e., predict the election outcome . WWDC, which searches the Washington telephone book for unusual combination of names for its promotion spots (like Fine and Dandy, Day and Knight, Grinn and Barrett, etc.) turned up a Kennedy and Nixon last week . Tom Nugent, head football coach of Maryland U., will narrate film highlights of yesterday's game on a WTOP-TV series opening Sept. 11.

**NEW YORK** 

Shirley Eder has sold her "That's Show Business" taped interview Lana show to a syndicate and is off for the Coast Sept. 20 to interview Lana show to a syndicate and is off for the Coast Sept. 20 to interview Lana dickering hot and fast with NBC Turner, Ginger Rogers, and others . . . WJR newsman Jim Vinall will sail with the SS Hope from San Francisco Sept. 22 on its voyage of goodwill to Indonesia. He'll broadcast 27 reports, via trans-oceanic circuits, during the trip . . . WWJ personalities Ed Allen, Faye Elizabeth and Sonny Eliot will broadcast from the Michigan State Fair . . . WBC sked), Bristol-Myers, Continued from page 23 dickering hot and fast with NBC and, now, Y&R, W&R, whose clients include Beechut (a recent addition to the NBC sked), Bristol-Myers, Continued from page 23 dickering hot and fast with NBC and, now, Y&R, W&R, whose clients include Section with the Section of the Section of the Section of the Section of the Michigan State Fair . . . WBC sked), Bristol-Myers, Continued from page 23 dickering hot and fast with NBC and, now, Y&R, W&R, whose clients include Section of the Sect

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games with Bob Reynolds, Bob Powell and Ty Tyson handling the mikes and Chrysler Corp. and Plymouth-DeSoto-Valiant Division sponsoring.

#### IN PITTSBURGH . .

Secretary of Labor Mitchell spoke at a huge back-to-school dinner at the Hilton which was the culmination of a big promotion by KDKA. Donald McGannon, president of WBC, introduced Mitchell and Ed Schaughency, vet radio and tv personality here, was toastmaster. Entire proceedings was broadcast by the station live from 9 p.n. . Perry Marshall, WEEP dj. and Jerry Ziker, salesman for the station, have organized a firm called Characters, Unlimited, to produce commercials. Hank Stohl of WTAE leaves next week for a repeat shot on "The Rifleman" . Roswell Jones, WHC staffer now in the Army, has been shipped to Korea where he will work at AFKN TV in Seoul . Dick Clark will, not be seen here this year. The ABC affiliate, WTAE, had decided to put on a local show in that time slot instead . Ben Park, who produced and directed "Lab 30" for WBC, has a radio series set for KDKA on the opinions Europeans have of the American scene. It will be called "Close-Up—1960" and will be aired on that station's "Program PM."

# IN DALLAS . . .

Hugh Lampman, KRLD's "Midnight 'til Dawn" deejay, vacationing European cities. He'll tape segments in the larger cities, flying them back for play on his American Airlines show. Art Linkletter here to talk with local investors about making this city the site of the sectond \$2.000,900. Art Linkletter. Home Owners' Mart. WFAA added Walter Evans, newscaster, and Pat McFather, salesman, to the staff. Alice Lon, here for a week to open her new dress shop, guest interviewed on Bob Brock's "TV Xtra" KRLD show. KFJZ-TV, Fort Worth, now owned by the Bing Crosby-Kenyon Brown corporation had a Sept. 1 call letter change to KTVT, a designation of "Tele-Vision for Texas." Other changes will include greater emphasis on newscasts. Tom Matts, KVIL publicity director, also partnering with Jim Begg in a flack agency KRLD-TV won two first place wards at the Texas Associated Press Broadcasters Assn. meeting.

#### IN MINNEAPOLIS .

Big 10-day Minnesota State Fair received a record-breaking amount of live tv and radio coverage. WCCO-TV (CBS affiliate) had a small-sized studio setup and televised many of its local daily shows directly from the exposition, Others broadcasting some programs throughout every day from the Fair were WCCO Radio, WTCN-TV and radio, KSTP-TV, KMSP-TV, KDWB, KTCA-TV and KUOM . . . Local BER Broadcasting Corp., headed by theatre circuit owner Eddie Ruben, bought new building to provide larger quarters for its WLOL-AM and FM here. Corporation also owns and operates a number of other radio and tv stations in the area . . . Jim Brown, th "Rip Masters" of ABC-T's "Rin Tin Tin," flew in from Hollywood to appear in a local cerebral palsy benefit . . . Actor Nat Pendleton was here accompanying his wife who was a contestant in the national water ski tournament . . . Johnny Morris. KSTP-TV announcer, a father for the fifth time—it's a girl McCO Radio personality. Bob DeHaven appeared in a Cast Iron Association commercial produced by Twin Cities' Reid H. Ray WCCO Radio's sports expert Dick Enroth taking over a number of the station's newscasts dropped by ace Cedric Adams who is 'taking life easier.

#### IN BALTIMORE . .

WJZ-TV is presenting series of public service programs featuring local items. First was a report on progress of coming Charles and Civic Centers and second, beamed Saturday, documentary on wild ponies of Chincoteague. Film, depicting yearly roundup and sale of wild ponies on the island, was made by studio cameraman, scored and edited by the staff. Baltimore Urban Renewal and Housing Agency is doing series on WCAO. Weeb Ewbank, Baltimore Colts coach, will be heard Fridays on WBAL for duration of season. Joe Croghan will interview. Ed Baekey, "Pop-Pop" of WJZ-TV, has left there for WABC-TV in New York where he'll be doing a children's series. He joi Keith Heffner who was "Mr. Toby" on WJZ-TV and is now "Johnny Jellybean" at WABC-TV. Visitors to town were Raymond Burr who addressed annual convention of Nu Beta Epsilon, national law fraternity, and Mike Wallace; on last lap of his coast-to-coast trip.

#### Y&R

body, is not expected to make a deal for network time until after the first of the year. From January to July, the agency would still have time to sponsor 26 films, and, moreover, it would enable NBC to carry on its schedule of Saturday hight public affairs programs safely through the November elections and sufficiently beyond so that the network could do adequate postelection analyses, if it desires. body, is not expected to make a deal for network time until after the first of the year. From January to July, the agency would still have time to sponsor 26 films, and, moreover, it would enable NBC to carry on its schedulue of Saturday night public affairs programs safely through the November elections and sufficiently beyond so that the network could do adequate postelection analyses, if it desires.

Beyond January, NBC could make room some other night of the week for the Saturday pubmake room some others. The network could step in without any conflicts with public interest adherents.

the week for the Saturday pubaffairs programs. That way Y&R acould step in without any conflicts
with public interest adherents.
Revion was recently looking, in a
separate deal, for post-48 features to
be use on network tv. For the time
being, the Revion search has been
suspended, it is reported. However, the possibility has been mentioned of Revion, not Y&R account, moving into a Saturday
NBC feature film lineup with the
multifold Y&R accounts.

# JWT

Continued from page 35

ley Reser in the wake of the Shell disaster) has done nothing to ease the current uncertainty.

disaster) has done nothing to ease the current uncertainty.

Adsville: Evangelist-healer Rev. Oral Roberts, who rallies the faithful via multi-million dollar spot buying of radio and television, has none of the rating jitters that beset Madison Ave. Computers at the Tulsa, Okla., headquarters tabulate the mailed-in monies from each market against station rate cards, and let the size of audience be determined by Heaven. Bigness begets branches: David Ogilvy, prexy of Ogilvy, Benson & Mather and a longtime holdout for the single-office agency (to protect the creative function), has added Toronto and San Francisco outlets since acquiring the giant Shell Oil biz this year. Word is that the agencies for the Republicans and Democrats, Campaign Assoc,'s and Guild, Bascom & Bonfigli respectively, are trying to cancel some of their orders for paid network time what with the free exposure for presidential candidates via the "debates"

#### Egghead Softener

Television Information Office, promotion wing of National Assn. of Broadcasters established to polish up tv's tarnished image, next month launches an "egghead" campaign with ads in the thinking men's mags.

Scheduled for Harpers, Atlantic Schuder Parison with the control of t

men's mags.

Scheduled for Harpers, Atlantic and Saturday Review, via McCann-Erickson, are TIO ad pages touting the upcoming tw debates between presidential candidates Nixon and Kennedy. It's believed to be the first pitch by the industry slanted at intellectual America where video's articulate detractors reside and may develop into a series.

Changes: Donald L. Wert, formerly with Ted Bates, joins Lambert & Feasley as marketing assistant on Fizzies Instant Sparkling Drink Tablet account.

Veepee stripes for Richard H. Hurley and Harold V. Rover at Compton.

Hurley and narold v. Novel as Compton.

Robert M. Rehbock, head of his own program production firm, joins Wesley Assoc.'s as production supervisor the radio-tele de-

partment.

New Biz: Remington Rand Systems, division of Sperry Rand Cor , to Guild, Bascom & Bonfigli.

# Stick-Up

Continued from page 23

cuffs on the m , identified as Charles Tritschler, 22, of Hoboken, N.J., a burglar with a police rec-

ers, hilarious) segment for the

# APTS. FOR RENT

(adjacent to Town Ha WALK TO WORK! 11/2 Room Unfurnishe Air-Conditioned Apts Elevator Building E. A. HEGY 60 E. 42 St., N. Y. C.

# Rehearse in a Times Sq. Ballroom

at very reasonable rates. Stage available. Large cast facilities.

BELVEDERE REHEARSAL STUDIO Belvedere Hotel, 319 W. 48th St., New York

Radio and Television Station Representatives.

TORONTO

NEW YORK . CHICAGO . DETROIT . LOS ANGELES . SAN FRANCISCO . ATLANTA . BOSTON

# THE '60-'61 SOUND OF STEREO

# Musicians Guild Wraps Up 4-Yr. Pacts With Coast Labels; Scales Top AFM

Hollywood, Sept. 6.
After extensive negotiations with various recording companies, the Musicians Guild of America has signed four-year phonograph recording agreements with Essex Productions (company headed by Frank Sinatra), Verve Records, Contemporary Records and Disney Records.

Records.

Pact calls for a new wage rate, which was effective Thursday (1); of \$67.50 for three-hour sessions. This represents a \$16 increase over present American Federation of Musicians rates (\$51.50). The second year the MGA scale increases to \$70, and on the third to \$72.50, and finally to \$75. The AFM scale for a comparable period is \$56.

The new contract also calls for immediate wage increases of 10% in all categories (arrangers, chestrators, copyists, librarians), with an additional 5% raise each year of the contract.

year of the contract.

Pact marks the first time in any phonograph agreement whereby doubling pay is provided for totation of the contract of hourly rates

Another first is that the contract provides for premium rates at time-and-a-half for recording done between 1 a.m. and 8 a.m., and double time for working on Saturday after 6 p.m. and on Sundays and legal holidays.

Contract contains provisions for reuse payments for recording musicians, arrangers, copyists, whenever phono sound tracks are redubbed for use in another medium.

whenever phono sound that are redubbed for use in another medium.

Agreement also provides: "the employer and the Guild agree within 60 days from date hereof to appoint a committee consisting of two representatives from the Guild and a same number from management to use their best efforts to evolve and equitable plan for payment of royalties, and health and welfare benefits to musicians."

Negotiations with Tops Records, Cadet, and other labels, will get underway in the near future. It's expected that MGA will use this agreement as its bargaining point with the other labels.

# BMI Makes 'Mr. Custer' Cleffers Bite the Dust As ASCAP Palefaces

"Mr. Custer," the current historical saga breaking for a hit, has turned out to be an embarassing success for the trio of Coast writers. success for the trio of Coast writers, responsible for the number. The cleffing trio wrote the song under assumed names for a Broadcast Music Inc. firm, Bamboo Music, but BMI later discovered that they were members of the American Society of Composers, Authors & Publishers. Hence BMI is refusing to clear the performance rights as is ASCAP since the publisher is BMI.

"Mr. Custer" is credited to Cal Rogers, Mark Fredericks and Al Duval, BMI noms-de-clef for Joe Van Winkle, Fred Davian and Al DeLory who are ASCAP members under the latter square landles. A BMI employee on the Coast recognized the writers as ASCAP-ers when they came up to ink the responsible for the number.

# ASCAP's Coast Meet

ASCAP has set its fall member-ship meeting on the Coast for Sept. 28 at the Beyerly Hills Hotel in Los Angeles. The meeting for the N.Y. mem-bership will follow in October.

# Charles' No-Show **Riots Portland**

Portland, Ore, Sept. 6.
The no-show by blues singer and bandleader Ray Charles at the Palais Royal Ballroom here Saturday night (3) touched off a major riot here in which 17 persons, including four juveniles, were arrested. It took over 100 policemen and firemen to stop the riots at the ballroom where the customers ransacked the cashier's cage in order to get refunds.

Charles failed to turn up because poor weather blocked the takeoff of his plane from Seattle. The incident is the second major fracas associated with a pop musical event this summer. The first was the street melee in Newport, R.L. during the period of the Jazz Festival over the July 4 weekend.

# Pittsburgh Pirates' Run For Pennant Sparks D.J. 'Beat 'Em Bucs' Marathon

Beat LM Bucs Maratnon

Pittsburgh, Sept. 6.

It just had to happen. Joe Jansen, the morning man at WPIC in
Sharon, a city about 60 miles from
here, started a marathon on Saturday (3) with the continuous playing
of "Beat, 'em, Bucs," the fight song
of the league leading Pittsburgh
Pirates. Jansen had a tape made
from the commercial by Iron City
beer, who originated the song, and
kept right on playing it, stopping
only for the commercials.

General Manager Fred Tascone

only for the commercials.

General Manager Fred Tascone was routed out of bed by his program director and then phoned Jansen at the station and demanded he stop the nonsense or he'd be fired. Jansen refused and then locked the door to both the transmitter and studio and then threatened to play the tune until the Firates won the pennant. Tascone was helpless and finally had to call in the fire department.

The high fire trucks and nolice

in the fire department.

The big fire trucks and police cars came to the station around 12:30 and notified Jansen that they were ready with tear gas to force him out of his bunker. Tascone then promised him he would not be fired but the real clincher came when he was offered two tickets to the game on Saturday and two for Sunday. He opened the doors and turned the station over to his relief and triumphantly rode out of town with his wife on the way to the ball game.

# **JACK LEVY TO MANAGE** CAP'S PUBLISHING COS.

Jack L. Levy has been set as general manager for Ardmore and A BMI employee on the Coast recognized the writers as ASCAPers when they came up to ink the BMI contracts. As ASCAP members, they are required to license all their works through the Society all their works through the Society of th Beechwood Music, publishing sub-

# AUDIO FAIRS SPUR INTEREST

The new national round of "audio fairs," which kicks off today (Wed.) with the High Fidelity Music Show at the N.Y. Trade B'ld'g, is expected to give another

(Wed.) with the High Fidelity Music Show at the N.Y. Trade B'ld'g, is expected to give another strong spur to the switchover of the disk package market to stereo. As in the past couple of years, the audiophiles trade has been accenting the double-barrelled stereo setups and has helped to stimulate widespread consumer interest in this type of musical reproduction. Indie disk labels, such as Command Records and Audio Fidelity, which have made a heavy dent in the market via the pure "sound" angle, will be on hand at the N.Y. show demonstrating their wares. As one of the show's gimmicks to highlight the recent advances made in equipment quality, the Fine Arts Quartet wil give a side-by-side comparison of stereo sound on tape with a quality of a live performance. Concertapes, Acoustic Research and Dynaco are sponsoring the demonstration.

The trend to smaller equipment as a result of the introduction of transistors will also be spotlighted at the fair. One outfit, American Concertone, is introducing a four-pound, transistorized, battery-operated tape recorder. Another feature of the show will be the model tooms for integrating the hiff equipment into classy decor. That's for the femme trade.

Another hiff development to be accented will be the electrostatic speakers, a new type of sound radiator alleged to be far superior to the conventional speakers used up to now. Coming back from the crystal set era, one outfit, Koss Inc., is pushing headsets for private listening to stereoplonic sound.

# Widow, Children In Hassle Over 'Breeze' Renewal

Another copyright renewal case involving the respective-rights of widows and children in the renewal assignments was filed in N.Y. Federal Court last week. Marlong Music sued Remick Music, one of the Music Publishing Holding Corp. firms. a part of the renewal rights in the standard. "Breezing Along With The Breeze," written by the late Seymour Simons with Richard A. Whiting and Haven Gillespie.

Marlong claims that the three children of Simons, who died in 1949, assigned their share of the renewal rights to its firm. Simons' widow assigned the renewal to Remick. Marlong argues that the widow and children are co-owners and claims that the widow is entitled to one-third and the children two-thirds. Remicks contends that Another copyright renewal case

two-thirds. Remicks contends that the children have no rights to re-newals.

wals.
Case covers a dispute similar to Case covers a dispute similar to the one involved in the fight over the renewal rights to the late B. G. (Buddy) DeSylva's Songs. In that case, DeSylva's illegitimate child, Stephen, Balentine; was granted part of the renewal rights along with DeSylva's widow,

# COL BOWS 'LEGACY' LPS FOR HISTORICAL BUFFS

Columbia Records is launching a new line to be known as "The Legacy" series. It'll contain deluxe packages similar to label's previous "The Union" and "The Confederacy" albums and will be in the cultural and historical vein.

Preem package in the new "Legacy" series will be "The Revolution," a story of the American War of Independence in sound, words and pictures. The set will be priced at \$10 monsural and \$11 in the stereo version.

# Col Pays a Lot for 'Camelot' LP In **Hot Disker Race for Top Cast Albums**



and TEICHER

Riding High With
"Theme From the Apartment"
A United Artists Record

# RCA Mexicana's 25 Anni's 25 LPs

As part of celebration of its 25th nniversary in Mexico, RCA Victor Mexicana will launch 25 longplay abums here in October: Disks will feature most popular interpreta-tions of singers it has had under contract during the past quarter of a century.

other promotions include a Gold Album with three longplays fea-turing outstanding public successes of the past 25 years. And there will also be an issue of 20 waxings of popular Mexican and foreign art-ists, interpreting popular and clas-sical music.

# WB Shells Out \$4,000 To Hold Release Date On 'Sundowners' Music

Hollywood, Sept. 6.
Vic Blau, Coast chief of Warner
Bros.-owned Music Publishing Holding Co., confirmed one of them, M. Witmark, underwrote \$4,000 worth of wires to all broad-cast stations and disk labels in the country, reiterating release date for airing wax of theme music for the upcoming WB theatrical re-lease, "The Sundowners," is lease, Sept. 9.

Sept. 9.

Wires were sent under name of ASCAP, Blau said because he got word that "Liberty had or would break the release date."

Liberty Records' prexy Si Waronker stated "Had we known of a restriction we would have abided. We always do." Waronker added that Liberty really has not released that Liberty really has not released of "Suadowners," but does admit "some samples had been sent out"; that some might even have been played by radio stations here. Waronker insists he had no knowledge of any firm release date stipulation by Witmark.

Blau said that MGM Records last year broke disk release date on the control of the control o

Blau said that MGM Records last, year broke disk release date on its cut of theme from another WB pic, "A Summer Place"; that when he objected waxery pulled back its wax and notified him, in what he felt was pique, and it wouldn't market the cut, that when Columbia's Percy Faith version started to self. strongly, MGM reversed decision and sent out its cut.

The Liberty version of "Sun-

The Liberty version of "Sundowners," incidentally, is backed with theme of another WB film, "Dark At Top Of Stairs," on which, Blau states, same Sept. 9 release obtai

The record company race for original Broadway cast album rights is putting show's producers, publishers and authors in the catbird seat. Not only are the diskeries beginning to go into the financial backing area, as Capitol with its \$220,000 investment in Meredith Willson's "The Unsinkable Molly Brown," but they're beginning to extend themselves on royalty offerings and share of sales. The hot competition for the al-

alty offerings and share of sales.

The hot competition for the album rights to an incoming tuner was spotlighted anew by "Camelot," musical now being readied by Alan Jay Lerner and Frederick Loewe. Although show has been financed by the Columbia Broadcasting System, parent company of Columbia Records, to the tune of \$480,000, it didn't automatically become a Col disk property. This, also in the face of the fact that Col had the previous Lerner-Loewe smash "My Fair Lady."

"Camelot," up until last week, was wide open to all disk comers with Col and RCA Victor being the chief contenders. Although the contracts have not yet been signed, it's understood that an agreement has been reached between attorners for terners.

it's understood that an agreement has been reached between attorneys for Lerner & Loewe, who are also producing the musical with Moss Hart, and Columbia Records assuring Col of the grooving rights, But Victor was in there pitching all the way making offers that Col was forced to match.

It's understood that Col will pay a mechanical royalty fee of 28c a copy and that it also has upped its percentage payoff to the producers. The show's producers usually get 10% of the selling price which is about 50c a copy. With "My Fair Lady" almost reaching the 2,000,000 sales mark, that adds up to a lot of coin.

Also, on "Lady" the mechanical royalty fee was 24c a copy so the additional 4c for "Camelot" will add up, too, if it repeats the sales success of the former. The mechanical royalties are split 50-50 between the score's publisher, Chappell, and the writers.

In addition to the royalty payoff, It's understood that Col will pay

In addition to the royalty payoff, diskeries also are using promotional outlays as a lure to nab original cast album rights. It's understood that last year, Victor budgeted its advertising and promotion

Continued on page 47)

# **AFM Pours Water On** Gasoline Drum Combo: Yanked From Coast Spot

Yanked From Coast Spot

Hollywood, Sept. 6.

Is a gasoline drum considered a musical instrument or isn't it—
that's the question. Well whether it is, or isn't, the American Federation of Musicians last week yanked seven Trinidadians away from their gas tanks prior to their performing in "Calypso of Trinidad" a passage of the new "Highlights of Harlem" revue at the Moulin Rouge.

The Federation claims that the septet of British subjects were pulled out of show because they pulled have proper working visas from the U.S. Inhmigration Dept. And would have allowed them to engage in the show if they had okay working clearances.

Actually, though, the Trinidadians are not union members and the AFM has a clause that rules no union member will perform on the same stage as a non-union musician. Rouge's union house band is Brian Farnon orch.

Contrary to the AFM's reasoning. Ted Gluzinski, producer-manager of the "banned" group said, "that's not true." "The boys all have clearances from the Immigration authorities. If they didn't they wouldn't be in the country now."

As to why they were yanked from show? Gluzinski said, "The AFM pulled them from the show because they classified the gas are non-union members, were supposed!y keeping union musicians out of work."

# Jocks, Jukes and Disks

Kitty Kallen (Columbia): "BE Morris\*) has a good jazz feel and TRUE TO ME" (Peer!) is the English version of the Spanish click, "Sabor a Mi," and the thrush makes it important ballad fare for "LIPSTICK ON YOUR LIPS" "Sabor a Mi," and the thrush makes it important ballad fare for the spinners who care about their programming. "COME LIVE WITH ME" (Carbaugh\*) is a moderate ballad effort that benefits from vocalist's warm reading.

ballad effort that benefits from vo-calist's warm reading.

Harvie June Van (RCA Victor):

"JOHNNY DARLING" (Back-woods') is a soft ballad out of the country school that could break nicely in pop areas. "LITTLE WOODEN MAN" (Warden') has a bright novelty flavor and catchy beat to attract interest.

Gene Vincent (Capitol): "PIS-Gene Country school of the country school of the spinning front. "JUST YOU AND I TOGETHER" (Bluebell's) has the speed and the vocal ex-citement to pull in juke action.

Nino Tempo (United Artists):
"LIPSTICK ON YOUR LIPS"
(Mansion\*) plays with enough teen
angles to get it some movement,
on the spinning parade. "WHAT
IS LOVE TO A TEENAGER"
(Trio†) should round up juve attention.

# **Best Bets**

JOHNNY HORTON ...... NORTH TO ALASKA

\* \* \*

. CALL ME LUCKY CANDY ANDERSON ....

.. BLUE ANGEL

ROY ORBISON:

(Monument)

Roy Orbison's "Blue Angel" (Acuff-Roset) follows the hit pattern established by his "Only The Lonely" and will go as far on the payoff spinning circuit. "Today's Teardrops" (Sea-Larkt) swings in a coin-catching fashion for a strong juke take.

.....EE-I EE-I OH! HMMY JONES

(Cub) ... Itchin'
Jimmy Jones' "Ee-I Ee-I Oh!" (Sheldon\*) dresses up old MacDonald and his farm for young Jolks tastes with a beat nd a
rocal that will carry it right to the top. "Itchin" (Sheldon\*) will
scratch up strong spins because of Jimmy Jones' exciting vocal way.

(Top Rank)

The Chantones' "Tangerock" (Pincus & Sons\*) has an officer wocal sound and a vigorous rocking beat to push it to the top of the spinning heap. "Don't Open That Door" (Shapiro-Bernstein\*) the spinning heap. "Don't Open That Door" (Shapiro-Bern swings with a lively roll that's pegged for juve approval.

MITCH MILLER & THE GANG....THE ZAZU ZASU TREE

(Columbia)
Sing-Song-Girl
Mitch Miller & The Gang's "The Zazu Zazu Tree" (Geo. Paxton\*)
takes a kiddie refrain and works it into a socko spinner via its
bounce and cuthusiasm. "Sing-Song-Girl" (Shapiro-Bernstein\*) has
a happy martial air that's swung along with a snappy gait.

TOL PACKIN' MAMA" (E. H. Mor-

Three Scrooges (Epic): "YOU ARE MY GIRL" (Lou-Vin<sup>‡</sup>) will shake up the jukes with its breezy vocal attack. "SINKIN' THE ROBERT E. LEE" (Lou-Vin<sup>‡</sup>) is a rockinstrumental with a lot of

fervor.

Fran Jeffries (Warwick): "NO MOON AT ALL" (Jefferson\*) gives Fran Jeffries a chance to shine as an interesting jazz stylist who's sure to build a deejay following." I'M GONNA LAUGH YOU RIGHT OUT OF MY LIFE" (Jefferson\*) puts the thrush in a wistful mood and she makes every phrase count.

TOL PACKIN' MAMA" (E. H. Morris') could shoot up another spinning storm because of Gene Vincent's sure vocal aim. (ANNA-ANNABELLE" (Central) runs with a hot rocking beat that will stir up teener emotions.

Lew Douglas Orch (Carlton): "THEME FROM THE (ANGEL WORE RED" (Robbins\*) produces enough colorful musical patterns to give this pic theme a good spinning potential. "FROM THE TERRACE LOVE THEME" (Miller\*) is another pic theme that benefits from Lew Douglas' vivid musical ideas.

The Wayfarers Trio (Mercury): "RUL', COME SEE" (Westwall-MIC) a hot iritual that should win over lots of pop play because of its overall exuberance." LITTLE BILLY BLUE SHOES" (Studios\*-III-Lo\*) is a charming structure of the work of the structure of the structure of the work of the work of the structure of the structure of the work of the The Wayfarers Trio (Mercury)

develops with the aid of a quarfet, and its jumpy jargon. "HIGH SCHOOL ROMANCE" (Riverside\*) has a slow country ballad flavor built along familiar juve ideas.

built along familiar juve ideas.

Ahmad Jamal (Argo): "POOR
BUTTERFLY" (Harms\*) flies out,
of the album "Jamal At The
Pershing" with a pianistic potency
that will score effectively in hip
juke areas. "BILLY BOY" (Jamal
Enterprises\*) gets a neat swinging
arrangement that the adult crowd



Oct. 8th-A LAWRENCE WELK "SPECIAL'

"Great Dance Bands on Parade" A Tribute to America's Great Bands From 1930-50!

worked over in a pleasing vocal

manner.

Dences Wild (Sheen): "JUST
THE BOY NEXT DOOR" (Cocktailf) is a so-so ballad effort that
won't go far. "BY GOLLY GEE"
(Cocktailf) stirs up little action in
its rocking ballad manner.

†BML \*ASCAP

# 'The Blabbermouths' Gives Lip to Disk Jockeys, But With No Stuff for Harris

By LES BROWN

Chicago, Sept. 6. The disk jockey, who has taken his lumps from many quarters and still endures, now is getting rapped by one of his ow "The Blabber-mouths" (Citadel; \$2.95). But it's more like a friendly hit on the arm than a paste in the teeth.

Dan Sorkin (WCFL, Chicago) has authored a humorous tract that takes an oblique look, from the in side, at a professional breed which earns its living from sheer gab. I seems to amaze him not only that he and his fellows are getting paid he and his fellows are getting paid for their vocal masonry but that they also become celebrities through it and, moreover, get courted by the payola-pushers. A short chapter is devoted to the lat-ter, but the book is too playfully rambunctious to impart any valu-able information and so will be of no help to the Oren Harris committee

Sorkin and his collaborator, Joe Price twho once worked in Variety's Chicago office, and who gets "as told to" credit in the gets "as told to" credit in the book), spoof the slandard deejay vices of freeloading, rehearsing ad libs, hinting for gitts, making like a weatherman, and playing the relebrity bit to the hilt. But the basic jest is in treating "blabbermouthsmanship" as an art. One of the better chapters satiries the nine types of disk jockey; another gives the arty folk music craze its comeuppance. uppance.

# **Album Reviews**

Henry Manicini: "The Blues & The Beat" (RCA Victor). This is a solid display of big band music conducted by one of the Coast's most successful background writers. most successin packground writers. He's blended swing and contemporary idioms in a varied group of originals and oldies for a consistently listenable instrumental package. Included are tunes like "Misty." "Mood Indigo" and "Big Noise From Winnetka."

Felicia Sanders: "Songs of Kurt Weill" (Time). Kurt Weill's lasting Weill' (Time). Kurt Weill's lasting value as a composer was recently spotlighted by the pop disclick, "Mack The Knife," which he wrold for "The Threepenny Opera" in 1933. He was a musical craftsman with a wide range and some of his works have been expertly put together in an enchanting package by Felicia Sanders. She's a distinctive songstress who flows into Well's nusteal mood, whether it be in the songstress who lows must reammusical mood, whether it be in the
jazz or soft ballad idiom, with complete ease. She's able to capture
the waltzing litt of "Foolish Heart"
and the melancholy cynicism of
"Mon Aml, My Friend," with an
understanding and a sharp phrasing quality. Her moods are excelleatly supported by the Irving
Joseph arrangements. Since the
words are particularly important
to Miss Sanders' work, she has
such Weill collaborators as Maxwell Anderson, Ogden Nash, Alan
Jay Lerner and Ira Gershwin to
help her along.
Carol Lawrence: "Tonight at

help her along.

Carol Lawrence: "Tonight at 8:30" (Chancellori. Carol Lawrence, a lead legit singer in the long-run "West Side Story" and the shortlived "Saratoga." has a feel for a showtune. In this package she displays an intimacy and warmth with a fresh and appealing sound. With the help of Peter Matz, arranger and conductor, she builds up lots of listening pleasure with "Sleepin" Bee," "Isn't It A Pily," "Warm All Over," "Tonight," "Anyplace I "Hang My Heart Is Home" and "This Is All Very New To Me."

Tony Bennett: "Alone Together"

To Me."

Tony Bennett: "Alone Together"
(Columbia). Although the overall mood in this new Tony Bennett package is quiet and intimate, the singer still manages to convey vocal excitement. His vocal punch is subdued but it's still quite effective. With Frank DeVol's assist on the airanging-conducting chores, Bennett works over a nifty repertoire that includes "Poor Butterfly."
"Gone With The Wind," "It's Magic" and others of similar potency. potency.

potency.

Nelson Riddle Orch: "The Untouchables" (Capitol). Importance of a tv tie to a disk was spotlighted with the breakthrough of "Peter Guinn." Others haven't been so successful but now that "The Untouchables" music; has finally reached, the groups another. successful but now that The On-touchables" music has finally reached the groove, another tv show has a chance of becoming a potent disk seller. Aside from the name value of the show, Nelson Riddle has contributed an exciting score that typifies the age of hoods and honky tonks. For the "Untouchables" fans who can't wait for that weekly runoff, this package should keep, em happy in-between.

Edmundo Ros Orch: "Daneing With Ros" (London). Edmundo Ros

with Ros' (London). Edmundo Hos is a London-based maestro with a Latino flair. He peppers his rhythm with a spirited flavor that the hip-swingers can turn to with a terping tilt. In this set he makes the chile uppance.

Nonserse, low comedy and travesty in equal measure. The Blabbermouths adds up to agreeable light reading for tradesters and laymen alike. Incidentally, there's an amusing two-page foreword by Shelley Berman.

"At Home With Jimmle Rodgers "At Home With Jimmle Rodgers and Evening Of Folk Songs" (Roulette). Jimmie Rodgers is a pop-folk singer. He has a way of taking a fave folk item and turning it into a clicko spinner, as witness his current "The Wreck of the John B." His style is simple and direct with an appeal that reaches beyond teenage. Levels. He's assisted in this folk display by Oe Reisman's orch and chorus. Joe Reisman's orch and chorus.

Charles K. L. Davis: "Adventures in Paradise" (Everest). The ro-mantic flavor of the Pacific islands mantic flavor of the Pacific islands gets a schmaltzy workover via Charles K. L. Davis' tenor piping. The Hawaiian-born singer has a passion for the material and he relays it in substantial vocal terms, With Hal Mooney's orch assisting, Davis gets plenty of mileage from "Sleepy Lagoon," "The Moon of Manakoora," "Ebb Tide," "Red Sails In The Sunset" and the like.

Sails In The Sunset" and the like.
George Greeley: "Popular Plano Concertos of the World's Great Love Themes" (Warner Bros.).
George Greeley, Warner Bros.).
George Greeley, Warner Bros. house planist, is surrounded by an imposing title and a flock of love-bound melodies. Supported by the WB orch conducted, by Ted Dale, Greeley fingers his way through "Our Love." "Secret Love." "My Love." "Moon: Love," "Be My Love." and some others of the same ilk. It's mood music that you can do practically anything by.

Lou Stein: "Saloon Favorites"

do practically anything by.

Lou Stein: "Saloon Favorites"
(Mercury): Lou Stein hits the upright with a downright passion.
His honky-tonking keyboard manner gets full play here as he pounds out a number of nostalgic nifties. His versions of "Twelfth Steet Rag," "Doodle Doo Doo."
"Who's Sorry Now" and "ain't Misbehavin' "will appeal to fundoving listeners. loving listeners.

Milt Rogers Orch: "The Ultimate In Percussion" (Dot). The sound-of percussion has infiltrated the disk album market and Milt Rogers isn't one to ignore a trend. For this package, he's packed his orch with drums, bongos, conga drui, scratcher, castanets, rhythm logs, boo-bams, breastplate gong, auto horn, tuned cow bells, glass chimes, logge temple hell git that keeps. horn, tuned cow bells, glass chimes, large temple bell, etc., that keeps the sound going at a hot pace. His repertoire includes such strong items as "How High The Moon," "Chicago," "In A Little Spanish. Town" and "On A Slow Boat To China" presented in a way that's sure to attract the growing percussion-conscious public. Gros.

# 100 BANDS LINED UP FOR AFM BAND CONTEST

Nearly 100 new dance bands fr m all parts of the U.S. and Canada have been lined up to par-licipate in the "Best Ne Dance Band Contest" being sponsored by the American Federation of Musicians. It's the second competition of this sort being conducted under the AFM wing with regional play-offs to be had in 10 different areas.

New York leads in the number of entries with 16 bands signed up while Los Angeles has 14. Last year, the Claude Gordon band of L.A. copped first prize which L.A. copped first prize which means a nationwide tour of ball-rooms, a disk contract and about \$20,000 in new instruments.

# ASCAP Wins Another **Background Music Suit**

Hollywood, Sept. 6. An FM music license given by ASCAP to a radio station does not extend to its customers, according to a Federal Court decision here last week involving KBMS in Glendale and its parent company, Planned Music Inc., a background music outfit. Latter sought to escape liability on the ground that it held a license from ASCAP for KBMS after two ASCAP publish-ers. Buxton Hill and Harms, sued for infringement of their copy-rights at a Los Angeles eatery, the Forum Cafeteria.

The judge ruled that the cafe-teria involved separate perform-ances for profit and awarded \$500 damages against both defendants, Planned Music and Forum Cafe-teria, and counsel fees of \$1,000.

# **Longplay Shorts**

an interesting jazz stylist who is sure to build a deejay following with a sure to build a deejay following arrangement that the adult crowd will appreciate.

TM GONNA LAUGH YOU WILLET (Jetferson\*) puts the thrush in a wistful mood and she makes every phrase count.

Don Ralke Orch (Warner Bros.):

TOUR PACES EAST "(Witmark\*) puts an Oriental motif in a swinging groove for lively results, "WALKIN" AND A-ROCKIN" (WALKIN" AND A-ROCKIN" (Watmark\*) slips around with a zingy-rhythm that works into juke box fun.

Diek Haymes (Warwick): "BLUE (CHANPAGNE" (Allied\*) bubbles in an ingratiating big band way that will make a refreshing spin ning choice in today's pop market. "PLAYBOY'S THEME" (E. H.

# VARIETY'S RECORD T.I.P.S.

# (Tune Index of Performance & Sales)

This weekly tabulation is based on a statistically balanced ratio of disk sales, nationally, as reported by key outlets in major cities, and music programming by the major independent radio stations.

		No. Wk		1 This		No. Wk		This		No. Wks	
Wk.	Wk.		IT'S NOW OR NEVER	Wk.	Wk.	On Cho	TITLE, ARTIST LABEL I'M FALLING TOO	67	Wk. 81	On Char	+ TITLE, ARTIST LABEL YOU'RE LOOKING GOOD
•	,	•.	Elvis Presley Victor		•	•	Skeeter DavisVictor			-	Dee Clark
2	2	8	WALK, DON'T RUN Ventures	35	40	4	PINEAPPLE PRINCESS Annette Vista	68	57	7	OVER THE RAINBOW Beysiders Everest
3	3	7:	THE TWIST Chubby CheckerParkway	36	36	5	HOT ROD LINCOLN Johnny Bond Republic	69	_	Ï	MY LOVE FOR YOU  Johnny Mathis Columbi
4	5	7	VOLARE Bobby Rydeli	37	44	4	I LOVE YOU THE SAME OLD WAY Paul AnkaABC-Par	70	93	2	ROCKING GOOSE  Johnny & HarriconesWarwick
5	6.7	7.	DREAMIN' Johany Burnette Liberty	38	33	:6	LISA Jegane Black	71		Ì	KOMMOTION Duene Eddy Jami
.6	4	10	ITSY BITSY BIKINI Bryon Hyland Kapp	39	56	4	DEVIL OR ANGEL Bobby Yee Liberty	72	_	1	I WALK THE LINE Jaye P. Morgan
7	7.	14	FINGER POPPIN' TIME	40	34	10	BIG BOY PETE Olympics Arvee	73	96	16	COOL WATER Jeck Scott
8	9	.8	IN MY CORNER OF THE WORLD Anite Bryant Carlton	41	48	4.	ANY MORE Teresa Brewer Coral	74	59	10	I SHOT MR. LEE Bobettes
9	17	7	THEME FROM THE APARTMENT	42	21	13	IMAGE OF A GIRL	75	74		THAT'S WHEN I CRIED Jimmy Jones
10	13		Ferronta/Teicher UA YOGI	43	53	3	Safaris Eldo WE GO TOGETHER	76	78	3	DELIA GONE Pot Boose Dot
11	18		MY HEART HAS MIND OF ITS OWN	44	58	<b>3</b> .	CANDY SWEET	77	80	41	ONE BOY
12	15	5	NEVER ON SUNDAY	45	47	6	Por Boone Dot	78	_	ı	Joanie Sommers WB SO SAD
13	,r1	13	Don Costa	46	50	5	Not King ColeCapitol	79	_	1	Everty Bros Cadence THREE NIGHTS A WEEK
14	10	14	Donnie Brooks Era	47	46	8	HOT ROD LINCOLN	80	.82	10	Fors Domino Imperial NO
15	24	4	Brenda Lee Decca		38	14:	Charlie Ryan	81	_	1	Dodie Stevens
16	8	14	Sam Cooke		86	2	Fendermen Soma MALAGUENA	82	-54		Etta & Harvey Chess OUESTION
17	22		Roy Orbison Monument		43	7	Connie Francis		94		Lleyd Price ABC-Par RUN, SAMSON, RUN
1.0	73-		Paid AnkaABC-Par	50			Dion & BelmontsLaurie		97		Neil Sedaka Victor KING OF LOVE
18	20		Clyde McPhatter Mercury	51		18	Connie Francis MGM				Fabian Chancellor
19	27	5	KIDDIO Brook Benton Mercury	52	42	9	LOOK FOR A STAR Billy Vaughn Dot				Ricky Netson Imperial GEE BUT I'M LONESOME
	26	5	YOU MEAN EVERYTHING TO ME Neil Sedaka Victor	53	45	41	Pats Domino Imperial		92		Ron Heiden Donna
21	12	15	PLEASE HELP ME, I'M FALLIN' Henk Locklin Victor	54	68	4.	LET'S HAVE A PARTY Wanda Jackson Capitol	87	89		FAR FAR AWAY Don Gibson Victor
22	52	2.	MR. CUSTER LOTTY Yerne Era	55	37	16	ALLEY OOP Hollywood Argyles Lute	88	75		VAQUERO Fireballs Top Rank
23	1.9	9	ALL MY LOYE Jackie Wilson Brunswick	56	73	7	RED SAILS IN THE SUNSET Platters Mercury	-	62	ų.	THIS BITTER EARTH Dinah Washington Mercury
24	49	2	A MILLION TO ONE Jimmy Charles. Promo	57	61	4	BRIGADE OF BROKEN HEARTS Paul Evans Guaranteed		41		CLAP YOUR HANDS  Been Marks Shad
25	28	6	OVER THE RAINBOW Dimensions Mohawk	58	<del></del> .	j	LUCILLE Everly Bros Cadence		,60		TROUBLE IN PARADISE Crests
26	16	14.	WALKIN' TO NEW ORLEANS Fors Domino Imperial	59	63	4	MY SHOES KEEP WALKING BACK Guy Mirchell Columbia		.65		LOOK FOR A STAR Garry Mills Imperial
27.	31	7	WRECK OF JOHN B. Jimmie Rodgers	60	66	.3:	THE LOVING TOUCH Mark Dinning		95		A TEENAGER FEELS IT TOO Denny Reed
28	32	4	THE SAME ONE Brook Benton Mercury	61	76	5	LITTLE BITTY PRETTY ONE Frankie Lyman Roulette		87		BONGO BONGO BONGO Preston Epps Original WAKE ME, SHAKE ME
29	14	14	FEEL SO FINE Johnny Preston Mercury	62	77	3	OLD OAKEN BUCKET		64		Coasters Atco
30	35	6	IT ONLY HAPPENED YESTERDAY	63	84	2	Tommy Sands Capitol DIAMONDS & PEARLS	97		-	Elvis PresleyVictor SHORTNIN' BREAD
31	25	8	A WOMAN, A FRIEND, A LOVER	64	98	2	Paradons Milestone MOVE TWO MOUNTAINS		70		Paul Chapli
32	29	12	Jackie Wilson Brunswick LOOK FOR A STAR	65	100	2.	Mary Johnson UA	99		9	Marty Robbins Columbi TONIGHT'S THE NIGHT
33	23	12	Garry Miles Liberty TELL LAURA I LOVE HER	66	55	14	Frank Singtra Capitol THAT'S ALL YOU GOTTA DO	100		- 1	Chiffons
			Ray Peterson Victor				Brenda Lee Decca	ł.	1		Jo Ana Compbell ABC Par



# **NORTH TO ALASKA**

The Title Song from the 20th Century-Fox: **Motion Picture:** 

"North to Alaska"

c/w

The Mansion You Stole

3-41782 (Single-33)

4-41782 (Single-45)

ON COLUMBIA ® RECORDS THE PEOPLE'S CHOICE,

JOHNNY HORTON S

# **Inside Stuff—Music**

George Frazier, onetime entertainment editor of Life, latterly free-lancing, and particularly w.k. in the music business as an expert on this particular segment of show biz, did a discerning piece, "The Art of Wearing Clothes," in the current Esquire. Mag's publisher Arnold (ingrich states it took Frazier two years to research and write this aummation on the latterday Brummels.

Particularly unique is that among the Frazier-Esquire selections are two Negro jazz musiciass. Miles Davis and Roy Haynes. The sartorial bibliography on the former reads. "The 34-year-old genius of "progressive jazz trumpet is an individualist who favors skin-tight trouser, Italian-cut jackets. His seersucker coats, which have side vents. are custom made. His tailor: Emsley (New York), which charges \$185 a suit."

In re Roy Haynes: "The 35-year-old jazz percussionist belongs on any best-dressed list if only because of his taste in selecting clothes that flatter his short stature (five feet, three and a half inches). His suits are custom made (around \$125 each) by the Andover shop in Cam-

bridge, Mass."

Not a Negro, but also in the jazz field, on the list is Turkish-born Ahmet M. Ertegun, "a jazz authority and president of prospering Atlantic Records." From show biz and the arts are included Fred Astaire, adman Bush Barnum, newspaper publisher David Tennant Bryan, writer J. Bryan III, agent Dick Durso, adman M. Dorland Doyle, Douglas Fairbanks Jr. writer Finis Farr, Clark Gable, Carv Grant, adman Cheser J. LaRoche, columnist John McClain, editor iva Patcevitch, Walter Pidgeon, adman J. Blan Van Urk.

Artists on the Hanover-Signature label are getting maximum sales impact from exposure on tv. Label's current top selling album is Bill Dana's "My Name—Jose Jimenez." Dana developed the Jimenez character on Steve Allen's now defunct tv show and is now doing the Jimenez routine on CBS-TV.\* "Spike Jones Show," of which he is also producer. Other Hanover-Signature artists on tv are Tom Poston ("To Tell the Truth," Jackie Cooper ("Hennessey"), musical director Milton Delugg ("The Rennie Show"), Jack Kane ("Canadian Hit Parade"), Pat Harrington ("Danny Thomas Show", Sam Levenson ("Celebrity Talent Scouts"), and Barbara McNair ("The Schaefer Revue").

# **Col Pays a Lot For 'Camelot'**

= Continued from page 43 =

expenditure for Frank Loesser's cast album. It's been done in the "Greenwillow" at \$100,000. It past with some properties by turned out to be a losing gamble, Rodgers & Hammerstein and though, because the show failed to

In some other instances the diskeries have allowed the producers and/or writers to form their own disk company and act as a sales distribution arm for the original

NOTICE OF SALE

A.B.C. MUSIC CORP. BOGAT MUSIC CORP. BOURNE, INC.

NOTICE IS HEREBY GIVEN that surrounft to an order of the Appalate Division of the Surroun Court, First Juvision Department, all of the (musch and subtanding shares of steel of A.B.C. Music Corporally Bonst usis Corporally, and Burins, Inc., III be sold in separate Parcels, er. as a usual, at subdict auction in the property of the Courty, Rosen 316, Mail of Records, Chambers and Lafayatta Streets, New York, N. Y., an October 14, 1980 at 2:30 o'clack in the afternoon.

A copy of the Terms of Sale together with financial statements and other information cancerning the Companies may be product from the understance Executors at the ad-dress indicated halow.

MARY ELIZABETH KEEDICK MARY M. BOURNE JOSEPH TRACHTMAN 6,6 HON. JOSEPH A. COX

Dots Hot DODIE STEVENS "NO"

#16103



toggers & Hammerstein and Loesser, In the case of Lerner & Loewe's "Camelot," however, the property will be a Col production. It was found inadvisable for tax purposes found inadvisable for tax purposes at this time for Lerner & Loewe to form their own record company to hold the rights to "Camelot."

The show, scheduled to open Broadway near the end of the year, stars Julie Andrews and Richard

# GARNER VS. COLUMBIA IN NEW COURT ROUND

IN NEW COURT ROUND

The legal marathon between
Erroll Garner and Columbia Records continued in the Appellate
Division of the N.Y. Supreme
Court yesterday (Tues.). It was the
fourth court meeting between the
two adversaries.

At yesterday's court meet,
Columbi Records was slated to
argue for a reversal of the lower
court's decision for an injunction
on the release of a Garner LP,
"The One, The Only Erroll Garerr." The pianist claims that the
LP was released without his authorization as specified in his contract.

tract.

If the injunction is lifted, the \$40,000 bond that Garner was required to post will be applied against damages on the loss Col claims because of the initial in-

Meantime, there are two other suits in the hopper. Col is suing Garner for \$600,000 for breach of contract on failure to record and Garner is suing Col for \$100,000 for not releasing singles by him.

# England Doesn't Like 'Royal Maestro' Billing

"Royal Maestro Billing
London, Aug. 30.
Release by Headline Records in
the U.S. of the first longplay album of music by Joe Loss and his
orch: "Royal Society," has caused
a minor storm here. Not via the
actual disk, but because of the
description of Loss as "England's
Royal Maestro" and the use of pictures of the Royal Family on the
sleeve, unknown to Loss.
Fact is, that although Loss has
played at Buckingham Palace and
accordingly has at least that much
linkup with the Royal family,
using such Instances as publicity
fodder comes under the heading of
"just isn't done."

#### CATO IN COL ART SLOT

CATO IN COL ARI StOI

Robert Cato has been upped to
the post of creative director of art
and design at Columbia Records.
Since February of this year, Cato
had been director of the art and

had been director of the art and design department.

Before joining Col. Cato had been assistant art director of several fashion mags.

# British Disk Bestsellers

London, Sept. 6.

Apache Shadows
(Columbia)

(Columbia)

(Columbia) They'e Young .... Eddy Mess of Blues ..... Presley (RCA) Will Be Loved ... Everly Bros. (London) She Should Come Newley
(Decca)
Shakin' Over Kidd
(HMV) Somebody's Fool .... Fr Tie Me Kangaroo .... Harris (Columbia) Love Violin ...... Dodd

# **KELLEM TO COORDINATE** SINGLES FOR CAP DISTRIB

Manny Kellem has been set as national singles coordinator for Capitol Records Distributing Corp. It's a newly created post. In taking the new post, Kellem resigns as an artists & repertoire single record producer for Capitol.

Mike Maitland, CRDC prez, indicated that Kellem will coordinate his activities with Joe Csida, Cap veepee for eastern operations who last week assumed control of all single record a&r operations for Capitol. According to Maitland, Kellem will begin organizing a na-tional promotion and coordination tional promotion and coordination staff to work exclusively on Cap's single records.

Kellem joined CRDC in 1953 as promotion man in the Philadelphia branch. In '58, he became a N.Y. based member of Cap's a&r staff.

#### Reactivate Petkere Music

Bernice Petkere Music, Holly-wood pubbery, has the femme songsmith and her conductor-hus-band, Fred Berrens, reactivating it following illness.

Miss Petkere, whose "Lullabye of the Leaves" is an ASCAP standard, recently recovered from a ard, recently heart attack.

# Streamlining Copyright Renewals

New Study Urges End of 'Reversion System' To Encourage Single Ownership

Washington, Sept. 6. A U.S. Copyright Office saidy calls on Congress to take a hard look at the present system of copyright renewal. Only through strenuous objective approach to the knotty problem can the complexities surrounding the renewal method be cleared up, according to the study.

the study.

Study, by Barbara A. Ringer, assistant chief of the Copyright Office's examining division, is the 24th of the series dealing with the archaic 1909 Copyright Act and ways it might be streamlined. Miss Ringer belleves that the renewal problem will be among the most difficult Congress will have to tackle in the revision ef-

renewal problem will be among the most difficult Congress will have to tackle in the revision effort. In fact, Miss Ringer declares that the task of making the renewal provision clear and consistent is so enormously difficult that the idea of simply repealing it is tempting. Most of the difficulties center around the Acts provision for reversion of the copyright back to the author or his survivors after the first 28-year term (The system calls for an i itial 28-year term with another 28-year renewal span.)

Although this system is designed to safeguard the interests of the author or his kin, Miss Ringer is of the view that it has been a "remarkably inefficent and burdensome method of accomplishing this result."

She cités, among other things, vast uncertainties over ownership stemming from the reversion proviso and the practice of "split renewals" (whereby co-owners of a copyright assign rights to different users) as factors tending to reduce the value of a copyright.

Drop Reversion System

Miss Ringer states that there is no reason why renewals could not be retained as a means of adjusting the copyright term while dropping the reversion system alers and rack jobbers.

together. "For example," she says, together. "For example," she says,
"the copyright could still be
divided into terms, with provision
for extension by anyone with a
legal or equitable interest in a
capyright; the action of one person should be sufficient to extend
the term for the benefit of everyone who has any interest in the
copyright without any change in
(cr loss of) ownership."

(cr loss of) ownership."

Among copyright aftorneys and other experts commenting on the study, Melville B. Nimmer, L.A. lawyer, plugs for a single undivided term of copyright protection (e.g., life of the author plus 15 years). At the same time, Nimmer argues for retention of the reversion system but with modifications. fications to make it more mean-

John R. Peterson puts forth a number of methods of providing for longer periods of protection, arguing that there is general agreement that the present 56-year maximum is too short.

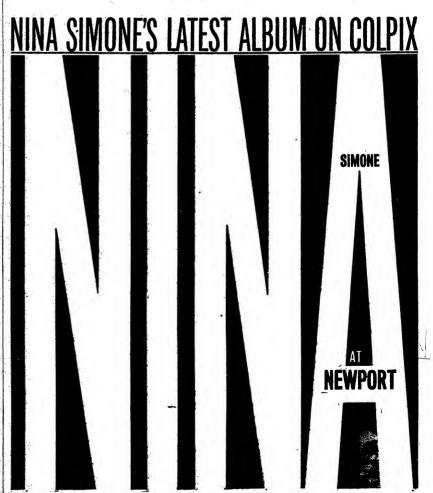
maximum is too short.

Attorney Samuel W. Tanneabaum suggests that the U.S. adopt a single copyright term modelled after the Universal Copyright Convention with some limitations to protect the author and his family. The single term, he says, would avoid the troublesome problems arising out of the reversion provision.

Harry R. Olsson Jr., NBC at-(Continued on page 48)

#### Roulette's Sales Execs

Solly Solomon and Marty Helfer have been named eastern and mid-western sales managers, respectively, at Roulette Records. Solomon until recently was Roulette's promotion representative in Pitts-hurch Helfer was Roulette's promotion representative in Pitts-hurch Helfer was Roulette's promotion representative in Pitts-hurch Helfer was Roulette's respectively. was Roulette's proburgh. Helfe



# On The Upbeat

#### New York

exclusive basis.

Ed Richards now managing singer Betty Wells. Eydie Gorme and Steve Lawrence will sing the title song on the soundtrack of the new Bob Hope-Lucille Ball pic, "The Facts of Life." Tune was penned by Johnny Mercer . . Top Rank is kicking off a monthly disk jockey newsletter.

WALK THE LINE M G Kecords

ter all . . Same waxworks has finally cleared up copyright snags on Elvis Presley's RCA recording of "It's Now or Never" . . . Blues singers being paged for Jazzshows are Lightnin' Hopkins and Roosevelt Sykes, while Memphis Slim returns next April.

Hollywood Bowl's Carmen Dragon now domicifed here, aims to make his mark as a classics conductor . . . U. S. disk singer Jimmy Jones starts his four-week tour at East Ham Granada Oct. 8 . . Colin Davis, principal conductor of Sadler's Wells, does a concert with the Minneapolis Symphony Dec. 30 . . Pye Records signs Cockney comedian Alfie Bass to a pact, launches him with a couple of old-time ditties . . . John Barry, leader of the John Barry Seven, signs an exclusive three-year contract with Electric & Musical Industries Ltd. . Len Munsie and L. S. Johnson made directors of the, Bosworth & Co. Ltd. pubbery after 15 years service . . Liberty Records president Alvin S. Bennett and international sales topper Richard Annotice in this week following European tour.

penned by Johnny Mercer ... Top hank is kicking off a monthly disk jockey newsletter.

Gene Krupa's Quartet set for Curo's, Milwaukee, for one week beginning Sept. 20. Cannonball Adderly plays at Monterey. Calif, Jazz Festival Sept. 24 and them goes to the Lighthouse Cafe. Heaven Beach. Calif., the following day ... Columbia disker Jerry Vale at the Las Vegas Supper Club, Syoset, I. I. the weekend of Sept. 14... The Buddy Bair and Ramon Argueso bands take over at Roseland Dance City Sept. 6.

London

Dick Rowe, a&r topper for Top Rank label which is now being handled by Electric & Musical Industries Ltd., rejoins the Decca diskery Sept. 19 ... Ian Raifinitekes charge of repertoire selection and exploitation at Pye International Records ... Replacing Michael Barclay, who quit his a&r job at Pye to turn indie disk producer, is Tony Hatch. ... Now Decca decides to issue Ray Peterson's "Tell Laura I Love Her" af The MORGAN

Sings

JAYE P.

MORGAN

Sings

WALK

Hollywood

Morty Stevens has quit arrang for Sammy Davis. Jr. and is now doing same for RCA Victor's Sam Cooke ... Neal Hefti has now doing same for RCA Victor's Sam Cooke ... Neal Hefti has now doing same for RCA Victor's Cooke ... Neal Hefti has now doing same for RCA Victor's Sam Cooke ... Neal Hefti has now doing same for RCA Victor's Sam Cooke ... Neal Hefti has now doing same for RCA Victor's Cooke ... Neal Hefti has now doing same for RCA Victor's Cooke ... Neal Hefti has now doing same for RCA Victor's Cooke ... Neal Hefti has now doing same for RCA Victor's Cooke ... Neal Hefti has now doing same for RCA Victor's Cooke ... Neal Hefti has now doing same for RCA Victor's Cooke ... Neal Hefti has now doing same for RCA Victor's Cooke ... Neal Hefti has now doing same for RCA Victor's Cooke ... Neal Hefti has now doing same for RCA Victor's Cooke ... Neal Hefti has now doing same for RCA Victor's Cooke ... Neal Hefti has now doing same for RCA Victor's Cooke ... Neal Hefti has now doing for Sam Cooke ... Neal Hefti has now doing same for RCA Victor's Coo

#### Philadelphia

Philadelphia

Sunnybrook Ballroom relights

Sept. 10, with the Jimmy Dorsey
orch, conduced by Lee Castle, followed on succeeding Sat. hights
by the Glenn Miller Orch, under.

Ray McKinley, Sept. 17; the Arlei
Saylor Sunnybrook Orch, Sept. 24,
and Les Elgart, Oct. 1 Bookings for Sciolla's include The Platters, Sept. 12-17; Al Martino, Sept.
24-29; Della Reese, Oct. 10-15, Paul
Anka Nov. 28-Dec. 3 First concert of new season, "WHAT-FM

Presents," at Town Hall, Sept. 17 College homecoming Sept. 24 . . . | reatures Maynard Ferguson, the Carmen McCrae Trlo, and Gene Quill's quintet, Milt Gray is producer and Sid Mark emcees: Quill's first LP, "Broadway Sleeping Beautles" is being waxed here on Bernie Lowe's Cameo Label.

Duke Ellington slated for the Red Mill Inn, Sept. 9-11; Ahmad Jamal, Oct. 13-18; Maynard Ferguson, Sept. 20-25; Dizzy Gillespie, Sept. 30-Oct. 2: Red Nichols, Oct. 4-9; Ramsey Lewis Trio, Oct. 11-16; Dave Brubeck, Oct. 21-23.

Irving Granz bringing "Jazz a la Carte." starring Ella Fitzgerald, into the Academy of Music, Sept. 24. Les McCann plays the Showboat, Oct. 3-8. "Concert Stereo," featuring the Ray Connift orch, into the Academy of Music, Oct. 30. features Maynard Ferguson, the

#### Chicago

Ira Sullivan and Roland Kirk are at the Sutherland Hotel ... Gateway Singers inked for two-week stand at the Embers Ft. Wayne, Sept. 27 ... Hal Muuro orch tapped for the Iowa State Brown Trio, featuring vocalist Ike.

Rhythm and blues cleffer John D. Loudermilk signed with the Acust-Rose cleffery.

#### Kansas City

Kansas City

Homecoming concert of Count
Basie orch in the Music Hall last
Tuesday (30) drew more than 2,000, contrast to the former line-up
of name soloists. Somethin'
Sept. 16 to begin their fourth engagement in the club. They follow
Guy Marks and Jo Ann Val. Marks
heads for Vegas and the Desert
Inn, opening Sept. 20 on a date
set by MCA. Miss Val goes to Winnipeg, lopening at Chan's Restaurant Sept. 19 for 2 weeks, set by
ABC, Marvin Rainwater at the
Chestnut Inn Aug. 31-Sept. 3, to
be followed Sept. 7-10 by Justin
Tubb.

Lloyd, performing Downstairs...
Planist Jim Stasch current at
Remond's French Cafe... Ginny
Hayes Trio playing for dancing at
Pappy's Plantation Lounge, Peruvian Gonzolo Barr and his LatinAmerican trio playing at Bill Cartledge's El Morocco in Peachtree
Manor Hotel . The Diplomats,
singing and musical fivesome, in return engagement at Steak 'n'.
Trumpet ... Thrush Connie Berry
in Office Lounge, a new spot on
Peachtree Street ... Ralph Mayes
& His Peachtree Strutters and
Wade Creager combo alternating
at the Bayou Lounge.

# **Copyright Act**

stands behind the present tor system of copyright renewal in its essential form. He describes it as a "compromise between the needs of creators and the needs of the public" which has served a useful function over the years. Its defects, he says, should be cured rather than the system itself al olished. Commenting on the large number of copyrights which large number of copyrights which expire, Olsson suggests this is due to a lack of awareness on the part of the holders that the time has run out rather than a lack of interest. To help remedy this, he proposes that the Copyright Offic provide with registration certificates strong advice that "tickler" system be set up to remind the holder of the expiration date.

date.

John Schülman, attorney for the American Guild of Authors & Composers, opines that if the present dual term of copyright is retained, the period much too short. The terms, he said, should be lengthened to be consistent with present-day longer life pectancies.

CLIMBING TO THE TOP

# THEME FROM THE **APARTMENT**



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ITY WAS 4484 RED. S. V. C. SS, M. V.

# RETAIL ALBUM BEST SELLERS (A National Survey of Key Outlets)

This Last No. wks wk. wk. on chart

1	2	4	KINGSTON TRIO (Capitol) String Along (T 1407)
2	1	2	BOB NEWHART (WB) Button Down Mind (W 1379)
3	6	8	SHELLEY BERMAN (Verve) Edge of Shelley Berman (MGV-15013)
4	3		FRANK SINATRA (Capitol) Nice 'n' Easy (W 1417)
-	4	20	ELVIS PRESLEY (Victor) Elvis Is Back (LPM 2231)
6		21	KINGSTON TRIO (Capitol) Sold Out (T-1352)
7	7	21	SOUND OF MUSIC (Columbia) Original Cast (KOL 5450)
8	10	12	PAUL ANKA (ABC-Par) Paul Anka Sings His Big 15 (ABC-323)
9	9	21	CAN-CAN (Capitol) Soundtrack (LOC 1032)
10	15	4	BRENDA LEE (Decca) Brenda Lee (DL 4039)
11	21	3	JOHNNY MATHIS (Columbia) Johnny's Mood (CL 1526)
12	2.7	4	BILLY VAUGHN (Dot) Look for a Star (DLP 3322)
13	17	21	PLATTERS (Mercury) Encores of Golden Hits (MG 20472)
14	14	21	SHELLEY BERMAN (Verve) Inside Shelley Berman (MGV) 15003)
15	12	21	BILLY VAUGHN (Dot) Theme from a Summer Place (DLP 3276)
2.6	13	18	BEN-HUR (MGM) Soundtrack (1 E 1)
17	8	21	TERRY SNYDER (Command) Persuasive Percussion (RS 800-50)
18	18	4	RAY CONNIFF (Columbia) Young at Heart (CL 1489)
19	16	14	MITCH MILLER (Columbia) Sentimental Sing with Mitch (CL 1457)
20	20	19	SOUTH PACIFIC (Victor) Soundtrack (LOC 1032)
21	11	21	HENRY MANCINI (Victor) Mr. Lucky (LPM 2198)
22	36	2	TENNESSEE ERNIE FORD (Capitol) Sing a Spiritual With Me (TAO 1434)
23	26	3	BOBBY DARIN (Atco) Bobby Darin at the Copa (LP 122)
24	24	16	DAVE GARDNER (Victor) Rejoice Dear Hearts (LPM 2083)
25	19	7	BILL DANA (Signature) My Name Jose Jiminez (SM 1013)
26	22	27	CONNIE FRANCIS (MGM) Italian Favorites (E 3791)
27	31	11	RAY: CHARLES. (Atlantic) In Person (8039)
28	33	10	EVERLY BROTHERS (Cadence) Fabulous Style of Everly Bros. (3003)
29	_	14	WOODY WOODBURY (Stereoddities) Laughing Room (MW 2)
30	40	4	DAVE GARDNER (Victor) Kick Thy Own Self (LPM/LSP 2239)
31	28	3	ELLA FITZGERALD (Verve) Ella in Berlin (MGV 4041)
32		1	MARTY ROBBINS (Columbia) More Gunfighter Ballads (CL 1481)
33	23	19 *	HARRY BELAFONTE (Victor) Belafonte at Carnegie Hall (LOC 6006)
34	Back:	Again	
35	34	21	JOHNNY MATHIS (Columbia) Faithfully (CL 1351)
36		8	EVERLY BROS. (Cadence) It's Everly Time (W 1381)
37		1	MARIO LANZA (Victor) Desert Song (LM 2440)
38	- 15	4	LLOYD PRICE (ABC-Par) Mr. Personality Top 15 (ABC 324)
39		1	MITCH MILLER (Columbia) March Along With Mitch (CL 1475)
40	- <u> </u>	1	DORIS DAY (Columbia) Show Time (CL 1470)
L			

# DY ELDRIDGE QUARTET

Sept. 17-CARRANOP CLUB, Perrysburg, Ohi Sept. 19 (Week)—THEATRICAL LOUNGE, Cleveland Sept. 26 (Two Weeks) EMBERS, New York City Oct. 10 (Week) CHATEAU LOUNGE, Pittsburgh

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# CATSKILLS SEEK NEW FORMAT

# Judy Garland SRO 12G in 1st of Two Sun. Night London Palladium Shows

right shows given by Judy Gar-land at the Palladium (Aug. 28-Sept. 4) pulled in \$12,000 at \$5.60 top; scaled down to \$1 for standlop, sealed down to \$1 for stand-ing room. The plump, relaxed thrush sang around 32 songs in two hours and rated a smash re-teption. The audience, which in-cluded many of Miss Garland's show biz pals, was literally on its show DIZ pais, was interally on his feet at the end of her stint. As far as the crowd was concerned she could have gone on all night and at one stage looked as if she were going to.

acked by Norrie Paramor and piece orchestra, plus a quint-choir, she dished out the nos-ia with no holds barred, savlalgia with no holds barred, saving up some of her better knownoldies till the end of her lively program. A simple black dress and pale blue jacket later swapped for a colored blouse and black toreador rants, struck the right note of casual informality which tarked the whole concert.

Miss Garland was out to have a hall and the audience with her Sh joshed the udience and the musicians, pretended to forget her words and gave the impression of

e set the ball rolling with "I This Tew " followed by "Al-Like Being In Love," "Do It n." "You Go To My Head," Like Being "You Go To My Head, Together," She was swinging when, with eight gain. "You Go 10 My Head," and "Together." She was swinging the sixth item when, with eight combers pulled out of the "tehesa, she staged a jam session, inding "Puttin" On The Ritz" in James and the staged a jam session, inding "Puttin" On The Ritz" in James and Jam

thing But Love." "One For My listed Baby" and "It Never Was You," in liner which she dragged actor Dirk Bogarde enstage to screnade him. I'm getting a little old for this pacter lark." she confieded to the audicles of the shad to finish with "Over the Rai bow" and "Swanee."

There's not much new that can be written about "Miss Show Business." Her pipes are as good as ever, her attack superb. Well, at least this scribe and 2,000 other people thought so. Paramor and his concert orchestra did a smooth, happy job in backing her, while Banny Turner accompanied her solo in a couple of items. As a one-woman show, this ranked with her previous appearance way back at the Dominion, There aren't many artists who can get away without help at the London Palladium. Miss Garland did so triumphantly.

# Urges New Safety Code After Trapezist's Death

London, Sept. 6.

Carmen Rosaire, an 18-year-old rapeze artist with Chipperfield's ircus, plunged to her death last keek when a strap broke while she was rehearsing for a BBC tv broadas renearing for a BBC ty products.

Ast. Now the Assn. of Circus Prorietors has received a letter from ames Tye, chairman of the British afety Council, calling for a new afety code for aerial circus acts.

Tye cites the Moscow State Circus new appropring in this country.

now appearing in this country prove his association's point te Tye: "The Moscow State to prove his association's point. Wrote Tye: "The Moscow State Circus sees fit to Insist upon the use of nets and lunge cords in its aerial acts. This does not appear to detract from the entertainment value of their first-class show."

#### Atlanta Domino Lounge **Books Intimate Revue** Dallas, Sept. 6.

Johnny Bachemi is producing an intimate revue, "Point Blank, 1960" to open a four-week run Sept. 9 at the Domino Lounge in Atlanta. Buddy Williams is director, and original material is by Bachemin, Williams and Howard Stafford.

Cast includes Bachemin, Wil-liams, Ann Hite, Jerry Kirkland, Beverly Austin, Texie Waterman, Hams, Ann Hite, Jerry Kukland, Beverly Austin, Texie Waterman, Sue Wilson and Dave Heath. Bach-emin, dancer, singer and planist, last summer produced and starred in a revue that had a successful four-week run at the Colony Club

# Aquarama Prod. **Runs Aground** On Stock Deal

permanently enjoi Randall, producer of the Aquarama Flushing Meadow Amphitheatre, Flushing, N.Y., from sell-

stock in his film roducing company, Network Film Industries Inc. N.Y. Supreme Court, Justice Henry Epstein signed an order last week enjoining Randall and directed him to show cause why a perma-nent injunction barring him from th securities business in the State should not be granted.

should not be granted.
Assistant Attorney General Albert J. Milius stated that Randall
was trying to sell 225,000 shares of
stock in the firm for \$500,000. The
company's prospectus lists assets
of \$1,000,000 whereas, according to
the Attorney General's accounting,
there are less than \$100,000.

If was also alleged the Bendall

renthere are less than \$100,000.

Any listed Fernando Lamas as the headNy listed Fernando Lamas as the head"in liner in a forthcoming film and body valued the contract as a \$28,000 him. asset. It's claimed that no such this pact exists. In a separate affidavit, undi. Lamas said he had never ausich thorized the company to use his That name. Randall stated that deal she with Lamas was negotiated but not yet signed.

Also according to Milling the

yet signed:

Also, according to Milius, the company listed a half-interest in a firm owned by announcer Norman Brokenshire which owns 52 films return for 15,000 shares of stock in the new company. It's claimed that the stock was never given to Brokenshire: Brokenshire said he had been on salary to Randall as a public relations director for two years and had agreed to a delay in taking stock for the films.

# Peep Show Not Obscene. Tokyo High Court Rules

in favor of an amusement park, peep show operator who contended that his brand of entertainment co that his brand of entertainment was not obscene. Kazuo Fumi, charged with "public display of obscene publications" at his Asakusa Park machines; thereby

The defendant had appealed to the high tribunal with evidence that similar photos of undraped femmes were common in certain weekly magazines and in peep show machines in Kyoto and Osaka.

Usaka.

The verdict was based on the findings of two university professors and a novelist who peeped through Fumi's machines and were not offended. Fumio operates 23 machines with the price of a peep being the equivalent of less than 3c.

# OPS WEIGHING

Now that the Labor Day week-end is over and only a small amount of business remains for the bulk of the Catskill Mountain ho-

end is over and only a small amount of business remains for the bulk of the Catskill Mountain hotels in New York State, the operators of those inns are now taking inventory regarding the desirability of continuing talent along lines traditional in that area. There is a division of opinion among operators in that section, with the talent agencies trying to assess the situation along their own terms. The general theory seems to be that styles in entertainment are, like anything else, subject to change. It's claimed by some that the hill country hasn't kept up with the times in the introduction of new types of entertainment.

troduction of new types of enter-tainment.

They argue that the bulk of the acts that have been playing there are repeaters from last season and several seasons before that. These also include many acts who are seen in New York, Miami Beach and the upper crust on television. Therefore, it's claimed, the moun-tains have been offering very little that's new in the field. Of course, there are newcomers each year, and once in a while a comic ignites in the area, but that's insufficient to maintal excitement.

Plan of Strategy

The discussions taking place in the mountains with attempt to decide whether to seek an entirely new set of acts, or to build up the resorts' own staffs, as was done in the old days. But this time, a more refereited, and more elevated proprofessional and more elevated program is envisioned.

gram is envisioned.

Staffs would include performer
who are also writers and have
knowledge of production, lighting,
direction, and other theatrical
crafts. It's the old stock company direction:

crafts. It's the old stock company idea that still obtains in spots such as Tamiment, Pa., Green Mansions, Warrensburg, N. Y., and other centres regarded as being more advanced.

vanced.

It's figured that with a house staff that "will mix and mingle with girls who are single," the clientele will be mor interested in the hotel theatricals than if a se-

# B'klyn Par R'n'R **Show Eyes Tix** Sales in Schools

sid Bernstein, who is promoting the Christmas show at the Brooklyn Paramount, will attempt to fill the opening matinee sessions with advance sales by organizing a student staff to sell the tickets in Brooklyn and Manhattan high schools. In some instances, he hopes to get official backing for his project in the schools by having the commissions go for a school fund.

Bernstein is aiming to have the

Bernstein is aiming to have the opening day (Dec. 23) matiness sold out in advance. He'll plan therefore for sellouts of two shows each with 4,200 seats on a reserved seat, basis.

seat basis

The layout will have the N.Y. area theatre debuts of two disk singers who have come up lately. Brenda Lee was signed previously, while Bobby Rydell was signed last week. Also pacted for this revue are Bo Diddley, Billy Bland and Ruth Brown: Others r still to be set.

## Linda Darnell Touring

Film actress Linda Daruell has been signed for a series of nitery dates. She starts at the Monticello, Framingham, Mass., Oct. 17, and continues with the Roosevelt Hocontinues with the Roosevelt Ho-tel, New Orleans, Dec. 8: Copa City, Miami Beach, Dec. 19 and th Drake Hotel, Chicago, Jan. 27. General Artists Corp. made the bookings.

# Gene Detroy Sues AGVA, 1st Action Under the Landrum-Griffin Law

Jones Beach Back To

Originals, Revivals Out
After three years of oldle musicals adapted for the land marine
amphitheatre at Jones Beach, LL.,
N.Y., this kingsized outdoor show
spot will rever to originals. A
revue, "Hawaiian Paradise," will
be staged next year. Current occupant is the second season of
"Hit the Deck."

The last major original show
was staged there also by Guy Lombardo, who produces these aquatic
spectacles. It was titled "Arabian
Nights." This, like the upcoming
hula revue, was authored by Carmen Lombardo and John Jacob
Loeb.

# Minn. Fair Again Foregoes Names As 'Exorbitant'

St. Paul. Sept. 6.
The 10-day Minnesota State Fair, one of the biggest in the nation, again this year decided to forego name attractions to supplement the Barnes & Carruthers No. 1 Revue for its night grandstand show. The reason: "outlandishly exorbitant" prices which the more prominent stage, film, television and radio stars demand, "We don't need em." according to Ray Speer, a Fair exec.

The Fair did put out feelers and

The Fair did put out feelers and learned that asking prices for the bigger names ran from \$15.000 up to \$35,000 a night. These are "ridiculous figures." avers Speer who opines that these performers their own worst financial enemies."

Without such names. Speer points out, the Fair's attendance has been more than 1.000,000 each year, the exposition has been turning in net profits well up in six figures annually, and the night grandstand shows, sans the stars, draw from 15.000 to 18.000 people

"Oh, we might draw 5.000 more people a night to the grandstand with the biggest names, but after paying them their price we'd be money out instead of ahead," says Speer. "Other Fairs have found this out."

For its two special "Children's Shows" the Fair, at comparatively small cost, did have Johnny Cash, Anita Bryant, Paul Evans, Net Sedaka and the films', "Tarzan." Anita Bryant. Paul Evans. Nen Sedaka and the films', "Tarzan," Gordon Scott. Also in the shows was David Nelson of tv's Nelson family who doubled over from the night grandstand show where he's a member of the Vienna flying trapeze troupe, one of the B-C revue's regular acts.

Rain Dampens Attendance

Steady rain on its two opening days, Saturday and Sunday, caused cancellation of three of four Minnesota State Fair's grandstand shows. Downpour also, hurt the expo's attendance: resulting in a more than \$150,000 revenue loss at

e gates and grandstand.
Saturday and Sunday spectator
unit was 176.436—77.700 under corresponding However, with improved weather after Sunday, attendance spurted, by yesterday (Mon.) it was indicated that the total would exceed 1,000,000. a mark that always has been reached in recent years.

## Houston Has Carol

Hollywood. Sept. 6.
Carol Channing, who's bypassing
Las Vegas this season because she won't appear with nudies, tees off a 12-day stand at Shannock, Houston, Sept. 10.
Immediately following, he hops to N.Y. to start rehearsals for "Show Girl," which bows on Broadway in January.

way in January.

originals, Revivals Out the recently enacted Landrums Griffin bill was filed last week by Gene Detroy, who is the owner of the Marquis Chimps. Detroy the Marquis chimps. The section of the section which he is suing AGVA, is that which calls for fair trial with adequate representation for charges leveled against a member by the union.

and that he was given no adequate opportunity to defend himself.

As result of this arbitration Detroy-alleges, AGVA put his name on the unfair list of the union newspaper, and circularized agent bookers warning them not to and collected his \$1.000 weekly salary, he claims. In another spot where he worked part of a week for \$500, the union rep collected \$50, according to the papers.

Detroy says that his difficulties with the union stem from his

His affidavit to the court de clares that ever since he instant an ad in Variety supporting candidacy of Penny Singleton dis, nas been a member in distanding of the union at all es, and therefore should not be (Continued on page 52)

# Mgr. Hits Allen & Rossi With 200G Damage Suit

Personal manager Buddy Allen filed suit in Bronx Supreme Court last week against the comedy team Allen & Rossi for \$200,000 and an Allen & Rossi for \$200,000 and an accounting of commissions allegedly due. Manager contends that he signed the team for a five-year period, and after working under his direction for a time, they suddenly and without reason abrogatable here. Both Marty Allen and the here. the pact. Both Marty Aller eve Rossi individually are parties to the suit.

Personal manager Allen original ly had Marty Allen and his former partner, Mitch De Wood, under con tract. When that team split up tract. When that team split up, Buddy Allen claims to have signed the new pairing with Steve Rossi. Filing the papers for manager Allen was attorney Noah L. Braunstein. Representing Allen is Katz, Moselle & Schier, while Rossi's attorney's are Farber, Cohen & Diamond.

# **Top Talent, Lavish Production Agam** Mark 'Ice Capades' in N.Y. Preem

Not so with Harris; he has laid luge house and he rouses to versit on the line for the top exhibition

John H. Harris production with Ronnie Robertson, Cathy Machado, Who gives her gliding a Robby Specht, Lynn "Patsy" Finseaga, Barbara Wayner & Robert Paul, Romayne & Steele, Sandy Culbertson. Alan Konrad, Eric Waite, Three Bruises, John Labrec Que & Noble Rochester, Bernie & Maggie Harris, Wayne Sisters (2). Old Smoothies (2). Jean Alson, Ice Cadets, Ice Ca'pets, Jeri Mayhall Orch: choro-ography, Rom Fletcher, Dench & Stewart, Chandra Kaly, Lucretia Reyes Urtula, Tommy Manoney; sets, George Jenkins; costumes, Billy Livingston, Henry Weiss, Opened at Madison, Square Garden, Aug. 31, '60; \$6 top.

and comedy turns on Ice. The Harris-Derval analogy continues in that both, because of the great accent on sartorial and production values, bankroll their own ateliers and scenic design studios. With "Ice Capades" achieving its 21st edition, Harris has apparently felt the need of a certain amount of maturity. With the natural splendor of the show, he foresawthe value of some weightier subject matter. The lavishness had to achieve more rurposes than spectacle.

He therefore expanded the budget and provided some more elevated themes, such as a retinue of various operas, the depiction that both, because of the show he foresawthe value of some weightier subject matter. The lavishness had to achieve more rurposes than spectacle.

He therefore expanded the budget and provided some more elevated themes, such as a retinue of various operas, the depiction that between the continues to a bullwark of skating strength in the show. He continues to have flesh and color.

Also im the top geners and kalon on who gives her gliding a lot of Smoothness and inagination. Also mothese and into the passages have a lightness also good at spins and her straight passages have a lightness. There are, in addition, several newcomers, Alan Konrad impresses as a fine potential tot of Smoothess as a fine potential tot of Smoothess and into the straight

tacle.

He therefore expanded the budget and provided some more elevated themes, such as a retinue of various operas, the depiction of "Scheherazade," "The Wizard of Oz," a "Salute to Rodgers &

SHEP FIELDS

AROCK HILTON HOTEL Houston, Texas Mohawk 4-9307

John H. Harris for many years has been bringing in the most lavish spectrum. Producers in the ice field for varied reasons have always felt that they had to outshine any other branch of the entertainment field in lavishness, movement and novelty. It's been successful in keeping the blades displays in a primary orbit of boxoffice, and this was evident in the show's bow Wed. (31) at Madison Sq. Garden, N.Y., for a three-week run.

Globetrotting showmen, familar with Paul Derval's technique with the famed Fo'ies Bergere, observe that Harris differs from the Paris has lavish costumes plus talent. The French idea is to put accent on lavish production and cheat on acts.

Not so with Harris; he has laid it on the line for the top exhibition

John H. Harris production with Machado, who gives her gliding a

Among the assemblage of veteran turns are Eric Waite, who conturns are Eric Waite, who con-tributes comedy in a pair of num-

(Continued on page 52)

JERRY LEVY

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# Clean Your Shows, Sez Honolulu Liquor Comish

Honolulu, Sept. 6.
Clean up your floor shows or we'll do it for you. That's the gist of a city liquor commission warning to nitery operators in the wake of complaints received from patrons and the same-night arrest of two "exotics" for allegedly going to the complaints of the control of the too far

two exotics for anegeny going too far.

Chairman Gordon May told operators "we're not out on a moral crusade" and "I don't think you can call any of us prudes." He noted that what offensive to some is not offensive to others. But if the operators take no positive action themselves, board intends to draft specific rules for strippers, smut, etc.

Henry Taylor, AGVA rep, told the board he didn't consider any of the present floor shows or exotics in violation of the law. "Tye seen shows on Broadway that are much more salacious," he said.

# Catskills Seek

Continued from page 49

ries of acts come, rehearse, eat, work and are off to the next hotel. Resort ops feel that the strolling players provide no permanent interest in the hotel, and frequently do not meet the standards of individual guests. They also figure that a seasonal staff will help the hotel to a greater extent, socially as well as artistically.

Poor Season
This talk has come about, frankly, because the Catskill hotels have had a poor season. Of course, most of the slump is due to the rather cool summer in New York. It's been so bad, that reportedly several mountain bookers have difficulty in making collections from innkeepers for shows that have already played there. Since the bookers have defined the season of contract who

eral mountain bookers have difficulty in making collections from innkeepers for shows that have already played there. Since the booker is regarded as a producer who makes a profit on the entire show and not a commission, he is directly responsible for the performer's salary and must pay off within a few days of the date whether he collects or not.

The stock company and social staffs were the policy in most of the Catskill inns years ago, but gave way to travelling players mainly because the more creative writers and directors preferred working in radio. Some, such as Dore Schary who was on the staff at Grossinger's, Ferndale, N. Y., went on to films.

At the same time, the mountain hotels are getting formidable competition from beach, golf and swinclubs which have become important name buyers. The operations in the Lido Beach, L. I., area are using top names. One club, the Malibu Beach Club, has put in a \$7,500 bid to Bob Hope for one show. Most Catskill hotels cannot afford anywhere near that sum for attractions, and thus are studying the social staff and stock company format.

However, this time, the "toom-ters" (that's the guy who would yock it up on the porch and fall into the pool with all his clothers on will give way to more scholarly practitioners. The newer breed, they figure, will be able to lecture on current events, sing a ballad, be able to weld shows out of the talents from the guest list and put on plays as well as whip up revues.

# **Unit Reviews**

Canadiana (CANADIAN NATIONAL EXHIBITION)

(CANADIAN NATIONAL
EXHIBITION)

Jack Arthur production starring
Phil Silvers (1st week), Victor
Borge (2d week); with Jon Vickers,
Hanneford Family (6), Princess
Tajana, Walter Dare Wahl & Oldfield. The Hi-Lites (3), Barbara
Franklin, Rosemary Bailey, Bill
Walker, Canadettes (48), Boyl
Dancers (12), Mired Choral
Group (22); Don Hudson, Len
Casey, associate producers; staged
by Alan Lund; sets and costumes,
Stuart Mackay; choreography,
Midge Arthur, Alan & Blanche
Lund; musical direction, Howard
Cable; lighting, William Dale;
opened at CNE Grandstand, Toronto, Aug. 28, '60; \$3.75 top.

Jack Arthur has assembled and directed what is his most successful stage spectacle to date. It is 140 minutes of eye- and ear-filling entertainment presented on a mobile stage for the 22,000-seat grandstand show.

grandstand show.

Show ranges from Phil Silvers. In his "Sergeant Bilko" comedy sketches to Jon Vickers and the big production numbers which include the fast-stepping precision work of The Canadettes and their alternating Strauss ballets.

With the Toronto critics making snide remarks at the lack of comedy of the Phil Silvers headlining group, comic changed his entire act on the second night, Judging from his Saturday (27) audience reception, Silvers dealighted the cash customers with his patter, poker games and faceslapping of "singing" Maurice (Doberman) Gosfield. Silvers troupe also spotlights Herbie Faye, Joey Ross and Bill Sands in standout solo turns. Silvers exited Friderical. out solo turns. Silvers exited Friday (2).

day (2).

In a 45-minute act, 30 of which was chatter, Victor Borge pleased with his glib Jokes even though some of these were aged. He also did his punctuation reading. His only serious bit was Greig's Piano concerto; played with Howard Cable's 60-man orch. Borge made

his entrance driving tractor and exited on bicycle. Borge followed Silver as headliner.

Wednesday, September 7, 1960

Silver as headliner.

For the family-trade is the full voice of Jon Vickers for his "Vest! La Glubba" aria, his "Wunderbar" and "So in Love." a duet with the blonde Barbara Franklin. In his "You Will Remember Vickers, the Metopera tenor, blended art and entertainment and was over big.

The Arthur trademark on visu-

and was over big.

The Arthur trademark on visuality in mass effects are the full-stage spectacles in the "Picnic Scene" and the "Big Top," latter complete with walk-around of the gorgeously costumed girls, the clowns, horses, elephant herds and leopards. For daring trapeze work is Princess Tajana, who makes an entrance with eight warbenneted Indian maids on eight white horses. white horses.

For first time, CNE is using folk

white horses.
For first time. CNE is using folk groups in national costumes for his "Picnic Scene," these including spirited choral and dance group ensembles that, in swift succession, uses 18 Israelies, 24 Italians, 22 Serbians and the International Ballet composed of Ukraine and Polish dancers and singers; this an obvious audience bid for the city's immigration potential.

The "Big Top" spectacle is also highlighted by the clever precision routines of Midge Arthur's line of 48 girls in zebra costumes, her hikick finale and the alternate choreography of Alan and Blanche Lund in their corps de ballet work of "You Will Remember Vienna," plus their appearance in blue evening gowns and silver tiaras for their ostrich feather convolutions in waltz time.

Also outstanding are the har-

their ostrich feather convolutions in waltz time.

Also outstanding are the harmony trio of The Hi-Lites for their opening of "Put on a Happy Face" and then into a pop medley, the only one in the show; and "Canada's the Place for Me," a bouncy number written by Wayne & Shuster number written by Wayne & Shuster.

A nod is also due the Hanneford.

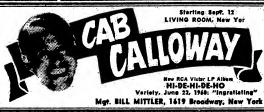
Family, three men and three women, for daredevil riding; the

(Continued on page 54)



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# **Phil Silvers Blasts Into Critics. Toronto Following CNE Date**

Toronto, Sept. 6.

Lashing out at Toronto critics as boys straight from journalism school out to make a fast headine," Phil Silvers bowed out Friday night (2) as star of the Canadian National Exhibition grandstand show after his scheduled run. Silvers, who had a 16-minute stint in the show with his "Sergent Bilko" squad, complained about the circulation competition of the Toronto afternoon newspapers. He said that "Toronto is a hick town that doesn't deserve to have the Canadian National Exhibition."

tion."

He agreed that his tv act wasn't suitable for the 22.000-seat grand-stand, but "it was the act that the CNE management wanted me to do and wasn't as bad as the self-styled press critics made me out. They don't know anything about show business; they just want a head-line."

Judging from audience applause and laughter, producer Jack Arthur said, the public liked the show. Meantime, attendance dropped 18,-500 on the week.

# DOT LAMOUR NOT 'ILL.' **BIG PRESS FOR HER P.A.'S**

BIG PRESS FOR HER P.A.'S

Ottawa, Sept. 5.

A Central Canada Exhibition press officer's erroneous statement won Dorothy Lamour frontpage epreads in the Citizen, this capital's largest daily, and in Le Droit. Its French-language daily.

It was reported that Miss Lamour, starring in CCE grandstand show, had been too ill to entertain an audience of shutins, crippled and handicapped children. When it turned out she had showed, although herself suffering a severear infection, both papers gave the correction p. 1 treatment
One of Miss Lamour's sons, Ridgely Howard, 14, was paralyzed some years ago, and because of what he and she went through she considered the gratis performance "an absolute must," she said.

#### Jane Russell's B.A. Date

Jane Russell is the latest act to be signed for a tour of South America. She's slated to open in Buenos Aires Nov. 14 for two weeks, She'll do dates in Brazil and other countries as well. William Morris Agency booked.

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# Stock Issue For New Fun Park

Los Angeles, Sept. 6.

California Corporations Division has approved a plan by producer Sandy Howard and six others, including Broadway flack Bill Doll and artists manager George "Bullets" Durgom, to float a public stock issue to finance an amusement park near Fontana, some 25 to 30 miles east of L.A.

Park, to be tabled "Land of Colossus," will be situated on 123 acres. Howard is prexy of recently-formed Colossus Inc., and other promoters include Wally Rose, Rudi Feld, Sol Gorse and Cy Tan-

Group will get promotional shares on a one-for-one basis for each share sold to the public for \$2, up to 250,000 shares, but only after shareholders have subscribed \$450,000 in cash, held in impound.

\$450,000 in cash, new in amptable CD.
Sale of shares is limited to state of Californi, and company's permit to advertise is still pending, although permit to issue shares has

# Miss America Pageant To Gross \$400,000 In 4-Day Atlantic City Run

Atlantic City, Sept. 6. More than any other year in the long history of the annual Miss America Pageant, talent will be stressed tomorrow night (Wed.) as preliminary judging of the 54 girls here to compete for the title "Miss

America, 1961" gets underway in the main auditorium of the resort's big convention hall.

The finale of the season, it is expected to draw more than 65,000 during its four-day run, with the final two hours Saturday night (10) being aired nationally over CBS-TV. An approximate gross of nearly \$400,000 is expected during

the four nights, with a sold-out house, despite television, assured the final night. Convention hall is set up to seat approximately 18,000.

Take of the new "Miss America" should be near \$100,000 during the should be near \$100,000 ouring the year of touring, nationally and in-ternationally, during the year of her reign. She is also assured of \$10,000 in a scholarship award to continue her education after her

Bert Parks will again emcee the show, with Linda Lee Mead, reign-ing queen ("Miss Mississippi" last year), on hand to crown the new "Miss America." Doug Edwards and Marilyn Van Derbur, the lat-ter, the 1958 "Miss America," also will do to chores.

# Reno's Dimout Points Up Casinos OK **But Cinemas Lack Emergency Power**

Reno, Sept. 6. Reno's recent power failure-a 24-hour blackout resulting from a major forest fire in the High Slerra -pointed up two well-known (loeally observations: the city's ca-sinos can operate indefinitely on their own emergency power facili-ties, but the local movie houses without commercial power are a

without commercial power are a bust.

Also putting the theatres' lack of emergency power in the public eye was the cancellation of the planned world premiere of "Let's Make Love." Some 200 scribes from the collective press and the trades came in to cover the Marilyn Monroe-Yves Montand pic. With the preem slated for the Crest Theatre at 7:30, the power went out in midafternoon. A press party at the Riverside Hotel, however, was only dimmed (pun not intended) to slight degree by the hotel's emergency power. And the fact Miss Monroe failed to show. It was reported she was under a hair-dryer at her hotel when the fire burned through two major lines in the Donner Lake area and deprived Reno and Lake Tahoe of bust. Make Love." Some 200 scribes from the collective press and the trades came in to cover the Marilyn Monroe-Yves Montand pic. With the preem slated for the Crest Theatre at 7:30, the power went out in midafternoon. A pressparty at the Riverside Hotel, however, was only dimmed (pun not intended) to slight degree by the hotel's emergency power. And the fact Miss Monroe failed to show. (It was reported she was under a hair-dryer at her hotel when the fire burned through two major lines in the Donner Lake area and deprived Reno and Lake Tahoe of power.).

In the case of the casinos, the story slight read the same as for the theatres.

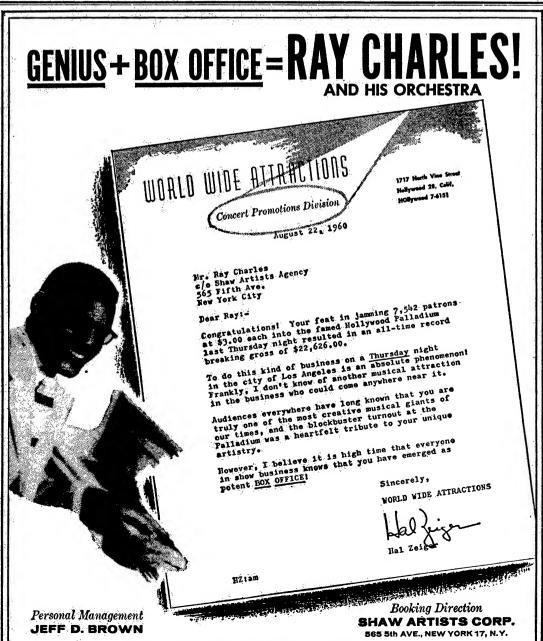
The Instant the power failed, emergency units in all the major

casinos and theatre-restaurants took over for uninterrupted action. Granted, some of the candlepower is lost in the transition, but there was no delay in action, and gamblers showed no reluctance to woo Lady Luck in semi-darkness. However, some of the dealers coming off the night admitted to "squint eye" pains.

None of the material.

eye" pains.

None of the major clubs at Reno or Tahoe cancelled shows because of the blackout. Jack Benny went on at Fahoe Harrah's on his debut night to a sellout house (750-plus), served by the club's own generators. Nevada Lodge and Cal-Neva Lodge at the other end of the lake operated without incident.



# **Vaude, Cafe Dates**



Diahann Carroll will play a repeat stand at the Persian Room of the Plaza starting Feb. 8.
Gardner Sisters integrated into the Jerry Colonna act at the Tropicana Las Vegas. Toni & Jan Arden move to the Thunderbird, Las Vegas Sept. 20. Earl Grant, who recently wound up an Australian tour, is current at the Tidelands. Houston, and follows with the Crescendo, Hollywood.

Kaye Ballard and Cliff Revueldent two-day is the two-day is the control of the two-day is the current for the control of the current is the Tidelands. Houston, and follows with the two-day is the current for the current is the Tidelands. Houston, and follows with the two-day is the current ice show, does two frames cat the World Ice Skating Festival in London Dec. 28. He follows that with a four-week stand at Harrah's, Reno, starting Jan. 23. Blue Angel opened a new calvpso layout, "Calvpso Voodoo". Dick Haymes can be provided in the current ice show, does two frames at the World Ice Skating Festival in London Dec. 28. He follows that with a four-week stand at Harrah's, Reno, starting Jan. 23. Blue Angel opened a new calvpso layout, "Calvpso Voodoo". Dick Haymes can be provided in London Dec. 28. He follows that with a four-week stand at Harrah's, Reno, starting Jan. 23. Blue Angel opened a new calvpso layout, "Calvpso Voodoo". Dick Haymes at the World Ice Skating Festival in London Dec. 28. He follows that with a four-week stand at Harrah's, Reconstruction of London Dec. 28. He follows that his a follow with the Construction of the London Dec. 28. He follows that his a follow with the Construction of the London Dec. 28. He follows that his a follow with the Construction of the London Dec. 28. He follows that his a follow with the Construction of the London Dec. 28. He follows that with a four-week stand at Harrah

#### Philadelphia

Philadelphia

Lenny Bruce set for the Red.
Hill Inn, Nov. 18-27 . . Martha
Raye works Sciolla's Oct. 3-8. Joey
Bishop slated for uptown spot Oct.
31-Nov. 5 . . "Holiday in Japan,"
which opens the new Latin Casino,
in for a four-week run (Oct. 13Nov. 9 Jackie Kannon reopens the Celebrity Room, Sept. 9,
to be joined by Arthur Lee Simpkins, Sept. 12. Other bookings include Morty Storm & Billy Fellows, Sept. 19-28; Prof. Irwin
Corey, Oct. 10-18; Barry Sisters,
Oct. 19-29 and Don Rickles, Nov.
7-19 . . Mort Sahi at the Academy of Music, Oct. 16.

# Hildegarde To Reopen Alpine Village, Cleve.,

Hildegarde downtown Alpine Village Thursday (8) for 10-day engagement and a reported salary of \$3,500. That's the highest fee that Herman Pirch-

the highest fee that Herman Pirchner, operator of the 350-capacity
theatre-restaurant, has paid for a
single act since the palmy World
War If era.
Chanteuse, backed by George
Landes as her regular piano accompanist, has confracted to do a total
of 19 performances, starting with a
single, show on her first, night.
Cover charge slated is \$1 on weekdays, \$1.50 on Saturdays.
For the last month, the Alpine

days, \$1.50 on Saturdays.

For the last month the Alpine Village has been semidormant, operating only on Saturday nights with three act stage bills on its hydraulic rising stage. By booking Hildegarde, operator definitely indicated plans of increasing enter-tainment budget for 1960-61 season to get stronger name attractions.

to get stronger name attractions.
Pirchner said he is dickering for
Nelson Eddy, Phil Ford & Mimi
Hines among others. Gene Riddles five-piece combo returns
Sept. 8 to kick off the club's new
policy. Alpine Village's operation
includes an urstairs Eldorado
Club, featuring Joe Baldi's orch,
and the Little Buffet; run by Doreno Monaco Turner.

# FREE SHOWS MARK

Syracuse, Sept. 6.

Free Entertainment at the annual New York State Fair here, Sept. 2 through 10, is being provided by Dale Robertson, Guy Lombardo's Orchestra, Homer & Jethro and the June Taylor Dancers.

Other attraction

and the June Taylor Dancers.

Other attractions include Hubert
Castle Circus, a horse-pulling contest, Tex Beneke's band (the latter,
Sept. 10); automobile races and a
horse show. Strates Shows will be
on the midway.

3rd MONTH **BLVD. ROOM** 

CONRAD HILTON, CHI.

# Top Talent in 'Ice Capades'

quences.

However, these are but minor flaws in a production in which Harris has again exceeded himself. It's getting more difficult to top the previous edition of the show, since has created the standard of excellence in the ice field. Jose.

# Detroy Sues AGVA

Continued from page 49 =

subject to the "illegal pressure" being brought to bear upon him. Detroy stated that the union with its "pressure tactics" does not represent him, an actor, but has "become a collection agency for

Top Talent in 'ice Capades'

In Spot's Name Fling
Cleveland, Sept. 6.
Idegarde is reopening the
Intown Alpine Village Turaday
or 10-day engagement and any of the service o





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CASBAR THEATRE

53

#### Palmer House, Chi.

Sid Caesar (with Paul Reed and Johnny Haymer), Marion Colby, Raye & Roman, Ben Arden Orch (11); \$2.50 cover, \$3 Sat.

Not since his obscure tyro days has Sid Caesar worked a Chi cafe. It's not for that, of course, but rather the homescreen credits that

It's not for that, of course, but rather the homescreen credits that should provide his four weeks in the plush Empire Room with a merry head count. Less merry is the layout he's brought in. Some of the show's elements and some of Caesar's material dull the overall impact, though it's to be accented that comedian himself is a potent parodist in any medium. There's no question that the tele exposure of most of his stuff hampers the laugh harvest, but most of it—for the Caesar magic—still emerges impressively. The one ketch that doesn't is the seedy professor, which in the cabarets requires some sharper slants than those served on video. Bit is low comedy that needs plenty yock lines to pull—and this it doesn't have as of now. Other stuff—world as eyed by an infant, parody of prizefight films, and the Prusian general with orderly—these world as eyed by an analytic per of prizefight films, and the Prussian general with orderly these all make it much better for reason they're basically better premised

they re basically better premised and meatier.

His sidekicks are Paul Reed, his sepia entertainer turned, and cafe comic Johnny Haymer, both of whom field their parts with he spent about five

both of whom field their parts with elan. Haymer especially, as the general's orderly, shows nifty comedic insight. The Caesar segments, by the way, are staged with props, and settings, dislocating the band from its usual perch.

Singer Marion Colby makes nore of it visually than with her cov-commercial vocals, counterpointing her catalog with exposure of trim gams for overall polite applause. Dance duo of Rave & Roman brandishes the cool and collected pose through some mooth ballroom angles, impressing best with overhead carries and twirls for effective register. Ben Arden's dependable erew cut it. r effective register. dependable crew o

# Basin St. East. N. Y. Cann nball Adderley Quintet,

Cann nball Adderley Quintet June Christy, Dave Brubeck Quar tet; \$2.50 music charge.

There's a solid musical pitch to There's a solid musical pitch to be had at Basin Street East this session. With Cannonball Adderley's Quintet and Dave Brubeck's Quartet running the instrumental field and June Christy on the vocalend, this eastside jazz room has a marquee pull that should keep the place busy until Erroll Garneraoves in Sept. 15. Evidence of the jaw was spotlighted opening night '299', one of the muggiest of the summer, when the crowds lined up get their insical kicks.

kicks.
Adderley's boys started the ball rolling with a nifty musical assortment. The sax, bass, plano, trumpet and drum group whips up a swinging sound that touches on the modern jazz vein. Thelonious ment. The sax, bass, piano, trumpet and drum group whips up a swingfing sound that touches on the modern jazz vein. Thelonious Monk's composition, "Straight No Chaser," is an example of the combo's lip work and George Gershwin's "Soon" is an example of how an oldie can be given an imaginative approach without diminishing any of its values.

June Christy is spotted second in the layout and she wraps up the listeners with her mixture of gentle and rhythmic phrasings. Miss Christy last appeared in Gotham about five years ago at the original Basin Street on W. 51st St. flow a parking lol) and her reception here opening night showed that the New Yorkers lissed her work.

Working with a bass, piano and drum support, thrush runs the vocal gamut in a solid 30-minute set. Her songbag includes such ifties as "I Want To Be Happy," "That's All," "It's A Most Unval Day," "Midnight Sun," "The Way You Look Tonight," "The way Yo

that he can draw regular jazz club followers as well as the college kids who still worship at his Columbia LPs.

Columbia LPs.
Group is built along strong musical lines. Backing Brubeck's piano are Paul Desmond's sax, Joe Morello's drums and Eugene Wright's bass and they all work together with a well-developed precision. The solo licks, too, are surefire mittgrabbers. The boys surefire mittgrabbers. The boys the set is full of surprises as they run through interpretations of standards and some originals like Desmond's "Take Five." Gros.

## Interlude, Hollywood

Hollywood, Aug. 28.
Professor Irwin Corey, Booy
Short combo (4); \$2 cover, two drink minim m.

Professor Irwin Corey is a master of comic ellipsis and non seguitur and he affects the appearance of a Pershing Square megalomaniac—all of which delights his regular students" but perplexes those who attend minus the prerequisite

At the Interlude's current show At the Interlude's current show, the latter types have recourse to Bobby Short, who, with a three-man combo, provides jazz-influenced ballads in a manner enjoyed on the Left Bank, from which the recently re

turned.

Corey, as aforesaid, can perplex: he spent about five minutes at the onset of his act making grimaces but no sound. At the same time lie can turn phrases which seem to be at the edge of sense; "Weve got to circumyent the periphery!" Corey's often worthy of consideration among those who take comedy seriously, hence he's a fine en'ry for this room. At the same time, he's pethaps too dependent on his audience for comic material that is, when (as on opening

is, when hen (as on audience fails opening might) the audience fails to re-spond with heckling or other hooks for his ad libbing, he hasn't much of an act to fall back on. Thus, degree to which he entertains can vary greatly from night to night. Short's booked for five and one half weeks; Corey's stand is innight) weeks; Corey's stand definite.

# Downstairs at the **I pstairs. N. Y.**Rose Murphy and Trio with Slam Stewart; \$3,50 minimum.

The economics th Julius Mcnk paired operations under the same roof is not usual in the cafe realm. The Upstairs always has a smart and intimate revue, while the Downstairs alternates between a junior edition and smart singers. Monk last week closed out "Four Below Strikes Back" on the lower level in favor of a fling with Rose Murphy with assistance by bassist Slam Stewart and a drummer. The revue closed to capacity audiences which leaves Miss Murphy with the task of filling the spot. In time, she'll do that inasmuch as she's a fave filling her third trop to this fave filling her third trop to this

Sherman (New Acts), newest of the relaxed humor comics who has a solid stanza. Held over are Dave Brubeck, who's been a weekend guest here several times this summer during room's three-this summer pay and should receive the summer than the summer than

Living Room, N. Y.
Arthur Tracy, Karen Chandler,
Bobby Cole Trio; \$5.50 minimum.

VARIETY

Arthur Tracy, who in radio days was known as the "Street Singer," is again making the rounds after long absence from show bit haunts when he parlayed his earnings in the more orthodox realty field. He recently tested his acceptance with an Audio Fidelity album and with positive returns, has set forth on the cafe route. He first date in years at Danny

has set forth on the cafe route.
His first date in years, at Danny
Siegel's Living Room, indicates
that he is still the romantic troubadour of yore. He has the same
courtly treatment of a song. He
lingers over the lyric and the notes
that please him, and he makes his
numbers a personal valentine, in
effect effect.

Tracy is at home in this room tracy is at nome in this room, being small enough to house the intimacy of his offerings, and large enough to afford an audience that applauds. His tunes include "September Song" and string of romantic numbers.

All this recalls an era when he

romantic numbers.

All the recalls an era when he provided an image of a tattered singer accomped by a concertina singing to a lady on a balcony. The theme "Maria" still conveys that picture to many, and his work in this hospice helps memory along a well-travelled and pleasant road. Karen Chandler, who gained a lot of prominence with her diskings, is a skilled singer with a lively style. She gives a tune solid ride even though there's a tendency to over embellish. It's a minor matter in a session that gives the Living Roomers a solid reason for applause.

gives the Living Roomers a sond reason for applause.

The Bobby Cole Trio. with Cole at the ivories, completes the entertainment setup here. Cole is an imaginative musician, and a singer with a hip viewpoint. With the did of his bassist and drummer, here wide a single results in the control of the control rovides an extremely interesting session. He makes skilled use of dissonance and provides varied pieces with drive and color. Musicianly attributes as well as sorned entertainment instincts prevail with this outfit. session.

#### Riverside. Reno

Reno, Sept. 1.
Billy Daniels, Pepper Davis &
Tony Reese, Starlets (8), Eddie
Fitzpatrick Orch (10); \$4 minimum.

Current stint marks the second Current stuff marks the second playback this year in the Olympic Room for Billy Daniels and it's a near-carbon of the last date—but a proven catalog with much diversity. He's a smoothle with a tune, and in this locale the name makes for better they carried he

for better than average b.o.
With a minimum of between-title chatter, he essays both the old ("Wonder What's Become of Sally") and the new ("Misty") in list click styling. For change of pace he socks across "Masculine Touch" pace he socks across "Maso Touch" for top endorsement. Fouch" for top endorsement. And to display his full control he offers "If-I Loved You" and "Body and Soul." Exit. natch, is trademarked "Black Magic." At the piano and conducting for the headliner Benny Payne, a boy who has sense of humor and also does ok vocally couple tandem b couple tandem bits

vocally couple tandem bits with Daniels.

Davis & Reese, new to Reno, mix it up with the comedic bits and acro-terp routines to present a good offering. Continuity is weak good onering. Continuity is week in spots, but the two make up for it in effort and hard work. Reese plays if straight, and throws in a couple of soso vocals, while Davis expends the energy on acro and term things Davis paged. expends the energy on acro and terp things. Davis' punchy fighter impresh (although the bit is get-ting dated in niteries) as strong yock appeal. Two work well to-gether. Some additional concentra-tion on staging would serve to en-bance the act. hance the act.

The Starlets in Moro Landis pro-

The Starlets in Moro-Landis productions bracket the show in usual neat numbers. Eddie Fitzpatrick and band backstop entire show and provide the between show dansopation.

Long.

#### Eden Roc, Miami Beach

Miami Beach. Sept. 1.
Damita Jo, Little Jackie Heller,
Luis Varona Orch, Jack Kasse
Orch; minimum, \$2.50.

Harry's American Bar, big cafelounge (250). located in the gardens of the Eden Roc, is one of the most consistent year-around moneymakers in the area, thanks to the light entertainment policy with accent on jazz and cha-cha-cha for the exhibitionist hip-swingers who jam the floor between the three shows staged nightly.

Big current attraction is perky 15. lounge

Damita Jo, who came in late spring for a four-week run and has been a holdover since with commitment now due to hold her at least through September.

through September.

Attractive thrush is a bell-ringer all the way. She has a considerable following among the hip crowd that makes the room a rendezvous. Working with her own adept trio of backing tooters, she deals up a shrewdly balanced book of upbeat tunes that hit all tastes. On the softer blues, she works in underplayed style that makes for clever contrast to the all-out arrangements which she belts over for the peak points of her 35 minute stint.

When she zings off on a hig-heat.

When she zings off on a big-beat, iger - snapping, triple - tongued finger - snapping, lyric ad lib, the house rocks. And, incidentally, she inserts a rock 'n' roll ditty, "Personality" that gets incidentally, she inserts a rock 'n' roll ditty, "Personality" that gets the aud to beating up an accomping rhythm storm, that establishes her potent click here. She's a classy dresser, and handles herself with an authority and a maturity that is a far cry from several years ago when she worked as a singer with a singer wi with a jazz outfit at the old Co Lounge here; she's a solid, b timer performer now. Lary

## Edgewater Beach, Chi

Chicago, Aug. 29.
Kim Sisters (3), Les Waiverly
orch (6); \$2 \$2.50 Fri. Sat.

Their first time in the Polynesian Village, last year, three Kim Sisters were co-billed with Martin Denny's exotica. Gals clicked so well that this time they're in alone for 12 weeks, and with rightful expectations of hep by. hiz

The young Koreans bring a heady brew of showmanship to their multi-faceted turn. They've a lot going visually and talentwise to merit warm response, and certainly they've been staged with effectiv snap that leaves no doubt as to poise.

doubt as to poise.

Pace however, gets overly frantic as the gals accent their sundry abilities—the strutting and tooling iss they gamut the Yank pops from "Lazy River" to "big beat" stuff. And it's a further tand more basic) flaw, to this reviewer, that they we been so Americanized in presentation and per some imitative sounds—the stuff of which paradoxically their "cuteness". paradoxically, their "cuteness" made for most auditors.

Still, Kims indeed are plenty potent in the grab-and-hold of an audence, as underlined by their success these shores, leading them to a fan-out of future class bookings (e.g., the Eden Miami Beach, in February). S caught found Les Waiverly's lief crew back-stopping crediti Roc. Show crew back-stopping creditably.

#### Eddys', K. C.

Kansas City, Sept. 2.
Guy Marks, Joe Ann Val, Billy
Williams Orch (6); \$1.50-\$2 cover.

Coupling of comic-impressionist Guy Marks and pop singer Jo Ann Val makes for a bright show, with plus entertainment not evident from the billing. Both acts are new in these parts. They put together an hour of amusing efforts and keep the house attentive throughout

Miss Val(ini) does 25 minutes of songs in the pop manner and all handsomely arranged and warbled. Hers is a trained voice that enables Hers is a trained voice that enables her to croon softly on a love ballad, or belt out a rhythm tune, and she intermixes a good deal of both. She goes in for show tunes from "Can-Can" and "My Fair Lady," as well as old faves, mewer ballads, with much change of pace that hypos customer interest.

The least that can be said about Guy Marks is that he is different, although not that there is anything new or different about impressions and vocal manipulations. On the and vocal manipulations. On the plus side it can be said that he is an excellent craftsman, and has an excellent craftsman, and h

The thesis is vignettes from the lathers. If unprintable for this of smut he lathers. If unprintable four-letter words and forced attempts at humor based on perthrough boyhood's precious moments to silent film's, radio-ty and Kinsey's Report are entertainment on to calypso. He's spotlessly clean while being very funny. Tales are told through a maze of famous continues to improve. Youngster words and factor which keen the told through a factor which keen the statement of smuth elements in the provided and the statement of smuth elements. If unprintable for smuth elathers. If unprintable for smuth elathers if unprintable for smuth elathers. If unprintable for smuth elathers if unprintable for smuth elathers if unprintable for smuth elathers. If unprintable for smuth elathers if unprintable for smuth elathe voices and sound effects audience and calling for bows off.

Sands, Las Vegas

Las Vegas, Sept 1.

Sammy Davis Jr., Bob Melvin,
Garr Nelson, Copa Girls (12), Antonio Morelli Orch (23); produced
by Jack Entratter; choreography, by Jack Entratter; choreog Renne Stuart; \$4 minimum.

Sammy Davis Jr., another Jack Entratter's blockbusters, another of Jack Entratter's blockbusters, is back in the Copa Room displaying his versatility better than ever. The singer-hoofer-comedian-thesp uncorks some gags in his socko celeb impreshes, shows some extra-fancy footwork, and for first-nighters did a tour de force as instrumentalist on drums, vibes, and cornet.

"This performance only," Davis

on drums, vibes, and cornet.

"This performance only," Davis said, "Mr. Entratter says I have to cut the show down to normal length after this one." Davis migets fresh life into such standards as "Lady Is a Tramp." "Begin The Beguine" and "Black Magic." He's smoothly backed by the Antonio Morelli orch (23) which is guided by 88er George Rhodes. Strong assistance comes from drummer Michael Silva and guitarist Bob Morgan. Morgan.

Morgan.

Bob Melvin, whose "Got A Minute?" phrase is contagious every time he works here, is the bill-balancer. The rapidly rising young standup comedian brings a generous supply of new material, putting him in the big leagues as a one-liner and situation material performer. He bows off to yocks with his original and clever method of rating his audience on a point system. Melvin uses no blue material, and it's refreshing to have him clicking here in a delightful him clicking here in a delightful turn.

Nelson is heard in the Renne Stuart production number with the 12 Copa Girls. Show set through Oct. 11. The opera-trained voice of Garr

# Fairmont, San Francisco

San Francisco, Sept. 2. Nat King Cole, Ernie Heckscher rch (21); \$2.50-\$3 cover. Orch

Nat King Cole, rates a great ovation off his 53-minute opening night show at the Fairmont's cavernous Venetian Room.

nous Venetian Room.

He opens with "Thou Swell," and then sells the jam-packed room with "Paradise" and proceeds, in order, to "The Continental," "Surrey with a Fringe on Top" (a masterful, jumping arrangement), "Unforgettable, You," "You Made Me Love You," "Dance, Ballerina, Dance" and the lovely Burke-Van Heusen tune, "But Beautiful."

Then he sits at the piano and

Then he sits at the piano and knocks out a pair of numbers, "Where or When" and "Tea for Two." latter, which may be one of the most shopworn songs in North America, sounds bright and wonderful under the Cole touch. He returns to sing "Miss Otis Regrets:" "Avalon," "Mona Lisa," a

He returns to sing "Miss Otis Regrets." "Avalon," "Mona Lisa," a funny takeoff. "Mr. Cole Won't Rock in Roll," and winds with his usual begoff. "Joe Turner's Blues" (a reminder of Cole's essential jazz spirit). Except the audience won't let him get off, so he bounces back with "This Is a Lovely Way to Spend an Evening."

Veneian Room has never been

Spend an Evening."

Venetian Room has never been more crowded, and line was already forming during first show for the second, midnight show. Cole's arrangements are topflight, his timing and perception superb, his voice velvety. He gets fine support from his three-man rhythm section, plus Ernie Heckscher's 18-man band (total of eight violing incidentally). He'll play only otal of eign. He'll play or Stef incidentally). through Sept. 14.

## Crescendo, Hollywood

Hollywood, Sept. 1. Lenny Bruce, Joanie Sommers; \$2.50 cover, 2 drink minim m

Lenny Bruce is billed as a comic but in spite of the billing he displays no humor nor real jokes. Bulk of his act rotates around obscenity The few times a fair gag dribbles out of his mouth it's immediately shadowed in the foam of smut he lathers. If unprintable four-letter words and forced attempts at humor based on perversions humor based on perversions heretofore limited to

roices and innumerable vocal has a natural instinct for the handound effects which keep the
indicate chuckling through the act feeling into ballads and puts plenty
of sock behind the upbeat numbers. Her opener, "This Could Be
Pair of acts stay through Sept. the Start of Something Big," is
Quin. exceptionally good. Kafa.

# VARIETY BILLS

#### NEW YORK CITY

MUSIC HALL
G.W.U. Treubadors
Kovach & Rabovsky

Gary Morton
Corps de Bailet
Rockettes
R. Paige Ord

#### AUSTRALIA

MELBOURNE
Tiveli
June Bronbill
Deddree I Ahrlow
Howerl Gynne
Howerl Gynne
Howerl Gynne
Kevin Mills
Robert Zeddie
Bruce Williams
John Godfrey
He. inkv De
Thea Phillips
Renee Osbourne
Stuckber
Ronad Austrom
STUEI
Lee Davis
Barney Grant
Edith Dahi
Coquetter
Les Dandins erry

RALIA

Rita Moreno & Ann
Evelyn Rose
Ulk & Maor
Marie Claire
Peter Cragic
Jackie Peter
Jackie Dennis
Trio Hoganas
Montego & Partner
Wasta & Rena
Peter Cragic
Peter Cragic
Peter Cragic
Nat Jackie Dennis
Trio Hoganas
Montego & Partner
Wasta & Rena
Peter Cragic
Peter

# TAIN Three Houcs Cycling Therons King Kong Cycling Therons King Kong Cycling Therons King's Elephants Knie's Elephants Knie's Elephants Knie's Horses & Ponies Our Sammy Circuseltes Winter Garden Bob Monkhouse Peiers Sisters Jerry Desmonde Sorry Desmonde Trotter Brothers Trio Vitalites Candicipht Sichael Addian Hector Ross John Kuland John Ruland Peier Thornton June Svivaine RRITAIN

BLACKPOOL
Opera House
Tommy Steele
Alma Cogen
Alma Cogen
Alma Cogen
Sid Milward
Wite
Guve
Sid Milward
Wally Stewart
Nitwate
Harbers
May Warden
Fredthe Friaton
CIEH Adams Singers
Mais of Milward
Damers
Mais of Market
Harbers
Mais Marden
Fredthe Friaton
CIEH Adams Singers
Mais Office
Harry Seconde
Company
Harry Worth
Damers
May Russell
Palare Dancing
Lovelies
Love

Fattini Schaller Brothers Two Balcombes

Birdland
Budds viteir AllStar AllStar Stiker 5
Afro-J-vraces
Basin St. East
June Christy
Dave Brubeck
Cannonball Adder
Shells Basin St.
Shells Basin St.
Jiman Lyon 3
Bon Soir
Tony & Eddie
Phythis Diller 3
Frime, and

Tony & Eddie Phylis Diller 3 Finnes Jimile Deniels Camelot

Camelot Vic Domone Chardas Lili France Tibor Rakossy D.ck Marta B it Yedler France Harvaff

Cabaret Bills

NEW YORK CITY

Bobby Sargeant, Sidney Fields
Sidney Fields
Bonuy Bishop Barbara English Ivan Lañe Ore (5)
B. Go. Gre's Ore
Shecky Greens Duke Mitchell Geri Galiae frove
Pearl Balley Show Louis Bellson
Entry Galiae Grove
Pearl Balley Show Louis Bellson
Discounties Sommers
Joann Dixon Moulin Rouge
Olivette Miller's
"Highlights of Har
lem" (All-Negro
Musical 60) Musical 60)
State Bros.
Del. Moore
Mike Minor
Gus Stater dote:
"Playmates of '60"
Skinnay Ennis Ore
Year Little Club
Janie McFadden
Gary Wilder

# LAS VEGAS Treniers Kathy Ryan Riviera "Destry Rides Again" Gene Barry Monique Van Vooren

Jack Elton Steve La Fever

Interlude Bobby Short Irwin Corey

LAS vinal Louis Prima Keely Smith Derect Inn Louis Prima Keely Smith Derect Carlion Hayes Ore Michael Kent Dave Apollon Mill Herth Henri Rose 2 Dales Jones Dunes Prankle Laine Ford & Revnolds Prankle Dennis Dunes Frankle Dennis Herder Jone Smith Smith Smith Smith Smith Smith Sarah Vaughan Harry James Karry Ashion Dunes Karry Ashion Dunes Karry Ashion Dunes Sarah Vaughan Harry James Karry Ashion Herbi Sciellites Sciellites Sciellites Sciellites

Jack Cathcart Ore
Fremont Hotel
Jets
Fremont Hotel
Jets
Bob & Sylvia
Job
Striflites
Bob & Sylvia
Job
Golden Nugget
Lee & Faye Maynard Golden Nugget
Lee & Faye Maynard Gold's Ws
Four Tunes
Johnny Olena
Keynotes
Johnny Olena
Keynotes
Johnny Jackson
Kay Martin
Hory Heary
Harry Babbit
Ginny Jackson
Kay Martin
Hoy Heary
Fore
Bot Domingo
Amita De Castre
Royal Tahilian
Johnny Paul
Loty Albert
N. Brandwynne Ore
'Oriental Holiday'
Billy Eckstine John Rutland
Victor Lucas
Peler Thornion
June Svivaine
BRIGHTON
Hippodrome
Frankie Vaughn
Tommy Cooper
Roy Castle
Adele Leighers
Dior Dancers
Three Kims
Geo. Carden Duers
Geo. Carden Duers
Geo. Carden Duers
Geo. Carden Duers

# AMI BEACH Luis Varona Ore Damito Jo Envisor Severalades Roof Underwater Ballet Stars of Tomorrow' Don McGrane Ore Fontainbleau Extravaganza Latina Freddy Calo Ore Murray Franklin's Paul Grey Kay Karol Dick Havilland Frankle Hyers Carolly Ridle Bernard MIAMI-MIAMI BEACH

Americana Ross Trio Pupi Campo Ore

Bar of Musi Bill Jordan Gina Wilson Sue Lawton Steve Hunter

Carillon
"Folies Francalse"
Harry Mimmo
Elisa Jayne
Darryl Siewart
Jacques Donnet Or Ore

Jacques Donnet Or Deauville Henry Levine Ore Gwen Bari & Co. Sacasas Orc

Eden Roc Mal Mulkin Orc Jackie Heller Rascha Rodell RENO-TAHOE

Bal Tabarin
Harry Ranch
Jo Ann Jordan
Jack Schafer
Cal Neva Lodge
Dean Mortin
Art & Doddy Todd
Sonny King

Cal Neva Lodge
Dean Mortin
Art & Doddy Todd
Sonny King
Marty Melnick Ore
Golden
Bell Boys
Jackie Foniai
Joaquin Garay
Apollos

Joaquin Garay
Apollos

Harold's Club
Don Cornell
Judy Lynn
Idiots
Harrah's (Tahoe)
Jark Benny
Diana Trusk
Charlotte Motley
Dick Contino
Nirk Lucas
Al Morgan

Vincent Lope, Ore Hotel 1st. Regis Fernanda Montel Maler Kay Ore International Eddie Garson Andrea Jaife Rapin Black Mike Durso Ore Avila Ore Avila Ore Latin Guarter Holded in Japan Molded in Japan Holded in Japan Molded in Japan Molded Montel M Arie Lavie
Rena & Zahava
Yeffeth Yemen
Sincus
Levientes Lanter
Monica Bovar
Tania Velia
Ernest Schoen
Harold Sandler Ore
Paul Mann
Jerry Troppl
Village Barn
George Hopkins
Carol, Ritz

Jerry Tropp:
Village Barn
George Hopkins
Carol Ritz
S & J Jenkins
Pute Pete
For Hopkins
Under Hopkins
For Hopkins
Village Gate
Nina Simone
Village Gate
Villa

# The Address of the Action of t CHICAGO

Bive Angel

Blue Angel
Mighty Panther
Calypsy Codolor
Calypsy Codolor
Candle Varbough
Jamaier Slim
King George
Tima Merez
Commel Varbrough
Jamaier Slim
King George
Tima Perez Or
Connad Mitton
Shirles Winder
Shirle

Gote of Horn
Martha Schlamme
Brock Peters
London House
Tyree Clenn 4
Audrey Morris
Eddie Higgins
Felicia Sanders
Buddy Lester
Marty Rubusstein
Marx & Frigo
Palmer House
Sanders
Harty Rubusstein
Mary & Frigo
Palmer House
Harty Rubusstein
Mary & Frigo
Palmer House
Harty Rubusstein
Mary & Frigo
Palmer House
Harty Roman
Ben Arden Orc
Tyride Winds
Lester
Loston
Loston
Joe Parnello 3

LOS ANGELES

Band Box Billy Gray Rev "My Foirfax Lady" Evelyn Sharpe Bert Gordon Parris Sisters Mildred & Jimm Mulcahy Gen Blue's Ben Blue Sammy Welfe Cully Richards Blackhewk
Cal Tjader
Pack's
Duke Blington
Farking Cole
E. Heckscher Ore
Gay 99's
Ray K. Goman
Be & Bry Goman
Beeb Angover
Model Liggins
Earl Hines Ore
Mongry
Bob Mon Moulin Rouge
Polly Possum
Patti White
Joe Kirchen
Maynard Meyer (
On the Levee
Kid Ory Orc

SAN FRANCISCO

Carolly
Eddie Bernard
Murray Franklin
Singapore
Snuffy Miller
Florence Mayo
Lisa Wood
Jack Mayo
Hal ader Ore

Dan Baker

Don Baker

Nick Esponton

Leichton Noble Orc

Harrah's (Reno)

Deedy & Bill
Ray Anthony

Neel Boggs

Johnny McCormick

Patti Anderson

De Chiday

Layne & Kushon

Millionaires

Charles Gould

Lill St. Meles

Gary Crosby

Sherman Dancers

Jack Melick Ore

Billy Reverside

Burles & Reese

Starlets

Ea Fitzpatrick Ore

Rid Ory Ore
Purple Onlon
Smothers Bros.
Freddy Farris
Mel Young
345 Club
Ben Wrigley
Larry Grayson
Marge Cameron
Max & Cheris
George Zork
Barry Ashton
Roy Falmer Ore

Savoy Hilton Room Reopen

## **New Acts**

DON BROOKS 3 Songs, Dances

Ho-Ti Supper Club, Portland, Ore. Don Brooks 3, on the minor circuits for about six months, are about ready. Two guys and a gal start their 30-minute stint slowly but build steadily for solid results. Brooks, Peggy Barnes and Mike Brooks, Peggy Barnes and Mike Bennett blend their voices nicely in solo, duo and trio spots. Former's terping is effective also. Layout has a good change of pace, special material, and variety for interesting entertainment. Shapely femme appears in a striking evening gown which breaks away to a pair of matching toreadors. Latter unzip to reveal nitly gams. Trio work hard, but are some-

Trio work hard, but are some-what stiff. When they learn to look as though they enjoy their work more the act will be high bound.

DON SHERMAN Comedy 21 Mins. Gatineau. Ottawa

Don Sherman is a comedy writer who decided he could do his material better or well as the boys he sold it to. The customers are on the way to agreeing. Sherman is tall, heavy-set, relaxed Sherman is tail, neavy-set, relaxed and plays his humor like a musical instrument. The stint is on the rails throughout and collects a steady downpour of chuckles that now and then break into guffaws. He has strong material but gives it added strength with neat handling.

handling.

It's not a session of gags; the comic reels off darts at current affairs, personal incidents, wk. personalities or just what he seems to happen to think of at the moment, but it's strung together sclidly and played for big impact. New comedian is great for tv. radio, clubs, but would, be strongest in the more intimate parlors where he could reach out and touch the ringsiders physically and comically.

Monique Van
Monique Van
Livocoremotion
Ray Shastra Orch
Livocoremotion
Ray Shastra Orch
Lionel Hampton Orc
Bahara
Lionel Hampton Orc
Bahara
Frewer
Don Rickles
Modernaires
Characters
Characters
Louis Basil Orc.
Sammy Davis Jr.
Bob Melvin
Morrey King
Bobby Cole Trio
Garr Nelson
Bobby Garry
Faith Dane
Sllver Siloper
Hank Henry
Faith Dane
Sardust
Barry
Faith Dane
Geo. Redman Orc
Stardust
Thunderbird
Folles on Ice
Leny Everson
Garry
Millionaires
Gran Marcy
Millionaires
Fred & Marcy
Millionaires
Frenk Moore 4
Channing Pollock
Shecky Greene

ASTUDILLO Songs 19 Mins.

Chandiere Ottawa

Using inevitables like "O Sole io" and "Granada," Latino chanter Astudillo offers a session of socko piping in the classic manner. One-named singer has an operatic but to

operatic out keep it with a slight commercial tinge to satisfy the tablesitters. He has a pleasant stint that gets mitting from the more mature niterygoers but would sit poorly with anybody there for a frantic cassion.

His stanza is purely a chant con-Its stanza is purely a chant con-cert. Staging is adequate: He uses such gimmicks as going to tables and lifting glasses then asking cus-tomers to join in "The Student Prince" drinking song. It's nice for any medium with sound, including television.

## **Gondola Gleanings** Conti ued from page 7

to screen here for press . . . Other directors include Rene Clair, Robert Bresson, Claudio Gora, Jules Dassin, Aleksander Ford, Andre Cayatte, Ronald Neame, Vittorio Sala, Terence Young, Mario Lanfranchi, Hugo Fregonese, Akira Handin, Higo Fregoriese, Anna Kurosawa, Joseph von Sternberg, Gerd Oswald, Marco Ferreri, Al-bert Lamorisse, Veljo Bulacik, V. Vengherov, Youchi Matsue, Joseph Lisbona.

First week thesp contingent in-First week thesp contingent Included Cyd Charisse, Curt Jurgens, Ulla Jacobsson, Shirley MacLaine, George Hamilton, Eva Wrzyzewski, Vivi Gioi, Polco Lulli, Brigitte Wenzel, Gullietta Masina, Rosanna Schiaffino, Vic Damone, Roland Pettl, Zizi Jeanmaire, Gabriele Ferzetti, Gabriella Pallotta, Gine Cervi, Peter Ustinov, Laurent Terzieff, Maria Fiore, Toshiro Mifune, Luciana Angelillo, Marina Berti, Yvette Masson. Masson.

# **Unit Reviews**

Can. Nat'l Exhib

zany acrobatics of Walter Dare
Wahl & Oldfield; the customer
warmup of young Rosemary
Balley, an expert at the organ.
Howard Cable and his 60-man
pit orch give strong and unfailing
support to all acts.

McStay.

Johnny Mathis Show
(RUSS AUDIT'UM, SAN DIEGO)
San Diego, Sept. 3.
Noga Productions' musical variety
show starring Johnny Mathis, with
the Limeliters, Andre Tahon with
La Compagnie des Marottes,
Hermes Pan dancers (Miki Barton,
Judy Chapman, Kitty Malone,
Lizanne Truex, Fred Curt, Gary
Menteer, Dick Monahan, Ugo Pelliccia): staged and directed by Hermes Pan; executive producers,
Helen & John Noga; musical supervisor, Allyn Ferguson; musical conductor, Gil Bowers for Greek Theatre orchestra (20). Sept. 2, '60;
\$4 top. tre ord

A break-in for a projected 14-city tour, including a week at Greek Theatre in Los Angeles and stops in Manila, Tokyo and Sydney, Australia; this show has its ups and downs but should resolve into a strong entry once the production problems are ironed out.

Opening night was marred by too many needless stage waits and an overall uneven, disjointed quality to the production. Three-hour running also will obviously have to be trimmed.

With his striking vocal range and individual style, Johnny Mathis holds the audience with a pair of medleys, one of which includes his string of hits, such as "Chances Are," "Twelfth of Never" and it's Not for Me to Say." Here the young singer operates' at his best, skillfully weaving moods in real pro fashlon.

But choice of material isn't all to the good. His "I've Grown Accustomed to Your Face," for one lacks a mature tenderness implied in the lyrics. And in "Keep It Simple" he steps way out of character with an ill-advised single entendre bit of special material.

Despite his athletic background, Mathis' first excursion into dancing, with the Hermes Pan group, nets less than top results. One terp bit found Mathis and four male dancers in basketball togs, bouncing basketballs around the floor to "Puttin" on the Ritz." compete with bongo drum. Fine dribbling, but no score, entertainment-wise.

Hermes Pan routines otherwise are imaginative and often amusing, performed by a sleek and attractive octet. Andre Tahon, with his stick puppet ack known as La Compaignie des Marottes, sets his best response in a funny bit with an orange caterpillar.

Sirongest support came from the Limeliters. a folksong trio in the Kingston Trio tradition with tunes set off by sophisticated, mockacademic patter from the spokesman, bassist Lou Gottleib. Unfortunately this group will leave the show following Loo Angeles and San Francisco dates.

Scaled from \$4, opening night of 1,600 payees brought a gross of \$5,240.

## Shriners Circus

Shriners Circus
(CAN. NAT'L EXHIBITION)
Toronto, Aug. 30.
Features: George Hanneford
Family (6), White Horse Troupe
(8), Princess Tajana, Walter &
Ruth Zacchini, with George La
Salle, Ernie Burch, Luciana &
Friedel Paster, Tonito, Capt. Eddy,
Hawthorn & Capt. Jacobs, Ronnie
Lewis Trio, Great Veno, Les
Oriols, Kay & Her. Pets, Beaudy
Greyhounds, Hodgins Dogs, Langs,
Patterson Duo, Roberts' Leopards,
Rietta. Executive producer, Jack
Arthur; associate producer, Jack
Arthur; associate producer, Jack
Arthur; dissociate producer, Al
J. D. Wilson. Art Canadian National Exhibition, Toronto, Aug.
29-Sept. 10, '60; \$2 top.

Shriners Circus has been aug-

Shriners Circus has been aug-Snriners Circus has been aug-mented by executive producer Jack-Arthur for its Aug. 29-Sept. 10 en-gagement at the Canadian Na-tional Exhibition here. Featured in this afternoon spec at the 22,-000-seater are caged and free leop-ards, lions and bears, etc. plus high school, horses, and three herds of elephants. Savoy Hilton Room Reopens
The Columns of the Savoy Hilton Hotel, N.Y., will reopen for the season, Sept. 20.
The Charles Holden and Gunner Hausen Orchs will again be on hand.

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The Charles Holden and Gunner Hausen Orchs will again be on hand.

Hanneford Family, the White Horse Troupe, Princess Tajana in her aerial act and the double firing from a mobile cannon of Walter and Ruth Zacchini. Admission to the 160 minutes circus is \$2 top, with some score of acts displayed onstage and in the three rings. Grandstand is 70-80% filled, thanks to good weather.

(On acts of European origin, Arthur and his associate, Al Dobitch, ran into unexpected trouble in their joint o.o. of the Continent in that European acts did not want to uproof themselves for the trans-Atlantic crossing; but Ed Sullivan lias agreed to take them for future Sunday ty shows. Sprine Circus

Atlantic crossing; but Ed Sullivan las agreed to take them for future Sunday iv shows. Sprine Circus was previously held anhually at Maple Leaf Gardens here but will not play indoor spot this Fall.) Equestrian director and announcer is Paul V. Kay, with Sandy (Scampy) Dobritch as ringmaster. Musical director of the 40-man band on-stage is J.D. (Scotty) Wilson. Boss clown is George La Salle, with Ernie Burch (Blinko) heading the mirthsters.

Apart from the wild animal acts and the aeralists, the headiliers include the Hannefords (6) who ride on sx horses with dexterity, and the zony clowning of Tommy Hanneford who is married to Princess Tajana, the Red Indian Goddess of Flight, whose clever aerial act gets a build-up; the White Horse troupe of eight Indian-Clad grifs who ride their eight white horses bareback and at galloping speed for their deilis, tandem jumping acts and crisscrosses.

tandem jumping acts and crisscrosses.

In addition there are the Royal
Lippizanner horses of Austria who
without whips, are captained by
the mother-daughter team of Luciana and Friedel Paster; the
wizard of the tight wire, Tonito,
(Spanish-born Antonio Papadopaulo) who scores with his forward
and backward somersaults; and
the mid-air madness of the two
Zacchinis shot out of a cannon
into a net.

From the initial walkaround, the
displays include such wild animal
acts as those of Captain Eddy,
Hawthorn and Captain Jacobs; the
aerial activities of the Ronne Lewis
Trio, the Great Veno and Les
Oriols; the cavorting canines of
Kay and Her Pets; the Beaudy
Greyhounds and the Hodgins dogs
so well as the Langs on the teeterboard and the Patterson Duo on

so well as the Langs on the teeter-board and the Patterson Duo on the trampoline.

Also drawing audience applaus are the Roberts leopards, the llamas and bears, performing ele-phants, and Rietta, the girl on the sway pole.

McStay.

# House Review

Apollo, N. Y.

Jocko's Rocketship with Jimmie Charles, Spaniels (6). Danny & the juniors (4); Bobbie Freeman, Crests (4); Boby Washington, Blue Notes (6), Reuben Phillips band (12): "Face of the Fugitive" (Col.):

Apollo theatre contnues with its third rer spread since reopening after renovation three weeks ago, and the offering by deejay Jock Henderson is a package of link sausage—one act like another—most of the way.

Coast rer singer Bobble Free-

Coast ren singer Bobbie Free-man whips up the mainly juve aud with better than average excite-ment with his projection. Other-wise the groups are a repetitiv cliche of inscrutable lyrics and routinized beat.

Spaniels (quintet with guitar ac-Spaniels (quintet with guitar accomp) each take a terp turn that's more frenetic than artful. Eighteen-year-old Jimmie Charles sings his disclick "Million to One" and the rendition suffers for lack of recording studio sound gimmickry. Baby Washington is dimnutive and sock for sight values with a sexy bright red, off-shoulder gown, but no amount of shouting covers the misses.

Blue Notes sextette belabor the Blue Notes sextette belabor the cliche, but get off an interesting lead-singer falsetto rendition of "My Hero" from the "Chocolate Soldier" that brings it along a good bit from Nelson Eddy.

# ARID SUMMER FOR B'WAY B.O.

# Frisco Actors Workshop Dilemma: Whether to Take 156G Ford Grant ROAD BIZ BETTER

San Francisco, Sept. 6.
Directors of the local A ct or s
Workshop are deciding this week
whether the project, an eight-yearold repertory company with an
"off-Broadway" Equity contract,
will be able to accept a \$156,000
Washington, Sept.
Bliss Hebert G.M.
Washington, Sept.
Bliss Hebert, a pianist, stage
rector and vocal coach, is the
general manager of the O
society of Washington. He succe
Jarge grant—results from this situation:

ation:
(1) The three-year Ford grant, at \$52,000 a year, was conditioned on the Workshop's ability to see matching sum.
(2) So far, the Workshop has raised \$32,862 of the first year's required \$52,000—\$21,076 in cash, e11 786 in pledges.

required \$52,000—\$21,076 in cash, \$11,786 in pledges.

(3) Ford must be notified this week as to whether the company will go ahead.

(4) In addition, the Workshop must plan its entire season this month and hire 10 Broadway actors, at \$200 a week spiece, for the coming season.

(5) The Workshop is in the odd precidement of having a local box-

(5) The Workshop is in the odd predicament of having a local box-office success with Harold Pinter's "Birthday Party." but unable to use any profit from it or other boxoffice successes, as part of the latching funds. The Ford grant specifically forbids use of boxoffice income as matching money. Workshop directors, headed by Federal Judge George B. Harris and Workshop cofounder Jules Irving, are lining up wealthy Frisco

Thor Johnson conducting. Support for the orchestra will be provided by Fine Arts Quartet, N.Y. Wood-wind Quintet and 30 local tooters.

# Seek \$125,000 Bankroll To Do 'Thracian Horses'

The Thracian Horses." Chandler Warren and William Boal's scheduled production of Maurice Valency's comedy is budgeted at \$125,000. The solicitation to prospective backers doesn't mention a provious for overcall.

Elliot Silverstone is set to stage the play, with Eli Wallach as star. Thracian Horses" was previously produced in London (with Eileen Herlie) and at Brandeis Univ., near Boston.

#### Playwrights Forum Sets Weekly Readings Series

Ine American Playwrights Forum will begin it's fall series Sept.
20, under the direction of Ara
Wells. The project is almed to
give new dramatists the opportunity of hearing their works read
and discussed by a pro audience.
The group will meet weekly,
with a new play by a different
author at each session, The American Playwrights For-um will begin it's fall series Sept. 20, under the direction of Ara-Wells. The project is aimed to give new dramatists the opportun-ity of hearing their works read

# Of Wash. Opera Society

Of Wash. Opera Society

Washington, Sept. 6.

Bliss Hebert, a pianist, stage director and vocal coach, is the new general manager of the Opera Society of Washington. He succeeds Day Thorpe, one of the founders of the society in 1956.

For the last four years, Hebert has been vocal coach of the American Opera Society in New York and has coached the Dallas Civic Opera Co. since 1958. He was one of the organizers of the Santa Fe Opera Co and has been its musical administrator and stage director since 1957.

Hebert directed two operas, "Pelleas et Melisande" and "Otello." for the Opera Society here last season.

# Fourposter' Still Paying a Profit

my profit from it or other boxofice successes, as part of the hatching funds, "the Ford grant specifically forbids use of boxofice income as matching money. Workshop directors, headed by Federal Judge George B. Harris and Workshop cofounder Jules Irving, asg lining up wealthy Fricos businessmen to underwrite that part of the \$52,000 which hasn't yet (Continued on page 60)

Ray Mitchell Mgt. Sets

Marceau, Coldstream

Guards for Miw. Dates

Marchael Concert Management snagged Marcel Marcau French pantominist, for a matinee and one-nighter Nov. 26 at the Oriental here. Among other Mitchell hard ticket attractions inked are Sol Hurok's Coldstream Guards, a 100-piece band from Buckingham Palace, for Milwaukee Arena Nov. 2. Mitchell to Chenstra Society of New York's Christmas Oratorio, Thomas Scherman, directing, in its first local appearance at Milwaukee Arena Nov. 2. Mitchell for Dec. 2. National Ballet of Canada has been set for an appearance with National Ballet of Canada has been set for an appearance with National Ballet of Canada has been set for an appearance with National Ballet of Canada has been set for an appearance with National Ballet of Canada has been set for an appearance with National Ballet of Canada has been set for an appearance with National Ballet of Canada has been set for an appearance with National Ballet of Canada has been set for an appearance with National Ballet of Canada has been set for an appearance with National Ballet of Canada has been set for an appearance with National Ballet of Canada has been set for an appearance with National Ballet of Canada has been set for an appearance with National Ballet of Canada has been set for an appearance with National Ballet of Canada has been set for an appearance with National Ballet of Canada has been set for an appearance with National Ballet of Canada has been set for an appearance with National Ballet of Canada has been set for an appearance with National Ballet of Canada has been set for an appearance with National Ballet of Canada has be

investment.

After the latest payment there was \$680 additional profit still available for distribution. "The Matchmaker," authored by Thornton Wilder from an old German original, was staged by Tyrone Guthri, originally at the Edinburgh Festival. It was then presented in London before being brought to Broadway.

#### Colin Davis Has 3-Year Contract with Sadler's

London, Sept. 6.
Colin Davis has signed a threeyear contract as principal conductor for the Sadler's Wells Opera.
He has been one of the company's
conductors for 19 months.

His first assignment under the new agreement will be to conduct a new production of "La Traviata," to be staged first in the provinces and then opening Oct. 5 at Sadler's Wells. He will be permitted a number of outside engagements.

#### **Charter Drama School**

For the first 13 weeks of the For the first 13 weeks of the new legit season, covering the summer period from May 30 through Aug. 27, the Broadway boxoffice lagged far below last year and even behind 1958-59. Although the drop was largely due to the thearer shutdown caused by the Actors Equity-League of N. Y. Theatres contractual dispute, it has continued since then ued since then.

The business decline has in

ued since then.

The business decline has involved not only gross receipts, but also the number of playing weeks that is, the total number of weeks played by all Broadway shows during the 13-week period. A notable aspect of the situation is that the fall-off has been consistent, with not a single week's

is that the fall-off has been consistent, with not a single week's gross equalling the corresponding stanza of last season.

The business dive was spectacular, of course, for the first two weeks of the season, when the theatre blackout hit virtually all Broadway. The closing first affected "The Tenth Man" at the performance of Wednesday night, June I, and then shuttered the other current productions the following night, Thus, "Tenth Man" lost five performances that week and all others lost four apiece.

The total gross for all 23 current productions that week was only \$346,700, in contrast to the precious season's first week total of 21 (Continued on page 57)

# Lumpy 'Mattress' Has 10G Deficit

"Once Upon a Mattress." which had earned back its \$100,000 in-vestment, plus a small profit last spring, ended its New York run with a deficit of about \$10,000. That includes \$20,000 credit from

with a dencit of about \$10,000. That includes \$20,000 credit from the sale of the physical production (\$14,000 down and \$6,000 payable in \$250 weekly installments) and an indeterminate debit for surance premiums payable.

The musical, originally presented in the late spring of 1959 at the Phoenix Theatre, N.Y., just about broke even on its off-Broadway run of about a year, but caught on when it was moved to Broadway on a two-for-one basis, and at one point last spring had recouped its cost and earned a rofit of \$5,762, despite expensive moves from the Alvin. Theatre to the Winter Garden, the Cort and firally the St. James.

However, the T. Edward Ham-(Continued on page \$7)

# 'BAD SEED' PAYS \$1,200; 317G RETURN ON 78G

The Plawrights Co. has paid anther \$1,200 dividend on its 1954-5 production of "The Bad Seed." 55 production of "The Bad Seed." That brings the total profit payoff on the late Maxwell Anderson's dramatization of the William March novel to \$317,000 thus far. On the basis of the custmoary 50-50 split between backers and management, that gives the former a 203% profit on their \$78,000 investment.

Aecording to an accounting of last June 30, there is an additional balance of \$51 available for distribution. The Playwrights Co, was recently dissolved, but Victor.Samrock, who was general manager, is in charge of distribution of remaining assets. 55 production of

#### Musicians' Union Nixes Theatre League Offer

Local 802 of the American Federation of Musicians, has rejected final three-year contract offers by the League of New York Theatres. The union, representing pit musicians in all Broadway theatres, will remain on the job for the rest of the week.

Its expected that negotiations will be continued.

# STRIKE A FACTOR; See Bendix as Gleason Successor; Pidgeon May Also Leave 'Take Me'

# Illness Again Sidelines Hershey's Harry Chubb

Hershey, P.a., Sept. 6.
Dr. Harry Chubb, manager of Hershey Community Theatre for the last 20 years, is on another extended leave of absence because of illness. Managerial chores have been taken over by Lawrence Burris, ad-publicity exec for the Hershey entertainment interests since 1952. Burris also sat in for Chubb during the yet manager's previous

during the vet manager's previous bouts with ill health. The Community will open its new season next Monday (5) with a five-performance stand of the touring edition of "My Fair Lady."

# \$6,000 'Cat' Divvy; **Profit Now 755G**

Tennessee Williams drama which ended its bonanza Broadway run nearly four years ago and had a moderately successful subsequent tour, is still making a substantial profit. The recent earnings on the 1954-55 Playwrights Co. production agont with the substantial profit.

profit. The recent earnings on the 1954-55 Playwrights Co. production come from returns from the film version (on a share-of-the-profits arrangement), plus foreign, stock and amateur royalties.

Profits for the 52-week period ended last June 30 totalled \$72,-665, after New York City general business tax (\$514) and New York State unincorporated business tax (\$2,159). That brought the total profit to \$755,671 to date on the show, which represented a \$102,-000 investment. A recent dividend of \$6.000 brought the total profit payoff to \$755,000 thus far. On the usual 50-50 split between backers and management, that represents a 370% profit for the former. According to the June 30 accounting, there's a balance of \$671 available for distribution.

# 1953-54 'SYMPATHY' PAYS ANOTHER \$2,100

A new distribution of \$2.100 has just been made by the Playwrights Co. on its 1953-54 production of "Tea and Sympathy." bringing the total net return to \$609.300 to date. On the basis of the usual even split between backers and management, that gives the former a \$0805 prof. that gives the former a 508% prof-

that gives the former a 508% prof-it on their investment. A balance of \$55 is available for distribution. "Tea and Sympathy" by Robert Anderson, was staged by Elia Ka-zan. Although the Playwrights Co. was recently dissolved, general manager Victor Samrock was ap-pointed to supervise distribution of remaining assets.

# Cool Weather Crimping

william Bendix is the likely suc-cessor to Jackie Gleason when the latter's contract expires Oct. 22 ag costar of "Take Me Along." Howcostar of "Take Me Along." How-ever, no definite agreement has been reached with the film-tv star, whose last Broadway appearance was in the original production of "The Time of Your Life."

"The Time of Your Lite."
Walter Pidgeon, whose contract as costar of "Take Me Along" also expires Oct. 22; is being sought to extend the deal. However, he has film and television offers and may decide to quit the David Merrick Co. No one has been mentioned as his noisible successor.

Elleen Herlie, third star of the musical, is under contract until next spring. It's figured that she might be willing to stay with the show longer, provided it remains on Broadway and she has no other offer of a suitable part in a promising play. It's expected that for her next appearance she would prefer an emotional role. She made her reputation in dramatic parts in England, including a number of Shakespeare leads, but has made her big successes in the U. S. in a comedy, "The Matchmaker." and in her singing debut in "Take Me Along."

Along."
Robert Morse, featured juvenile in "Take Me," is also under contract until next spring, and will be sought to remain beyond then. The musical version of Eugene O'Neill's "Ah, Wilderness," with (Continued on page 60)

# Guthsville (Pa.) Producer Takes Ephrata for 1961: Spot Dark This Summer

Spot Dark This Summer

Ephrata, Pa., Sept. 6.

The Ephrata Legion Star Playhouse, 500-seat semi-open air hardtop, will relight next summer with a 10-week season of star policy stock produced and directed by John Cameron. currently operating the Guthsville Playhouse, near Allentown. Pa. The local strawhat was dark this summer for the first time since it opened in 1954.

The scheddled 1960 season fell apart two weeks before announced opening last June, when Sal Papa, head of Elysian Productions, Inc., of New York, balked at the 10% annusement tax levied by the Ephrata borough. That left the Ephrata American Legion post, owner of the Playhouse, without a tenant for its summer stage. Cameron, already opened at Guthsville, toyed with the idea of shuttling his shows into Ephrata on second-week bookings, but decided it was too late.

# **New System Can Blend** Stage and Film Action

A system of interweaving stage and screen action has been developed by Ralph Alswang, Broadway producer and stage designer. The technique, known as Living Screen, is said to be different from the frick effects previously employed in Broadway shows, whereby stage action is interrupted for several minutes of motion pictures. The Alswang-developed screen is said to provide for a dissolve to a

Florence Outdoor Legit
Florence Outdoor Legit
Florence Outdoor Legit
Florence Outdoor Legit
Florence Sept. 6.
This summer has witnessed the revival of lesser works by famous old amatists at the openair Fiesole theatre on a hill overlooking Florence. Shakespeare's "Two Gentlemen of Verona" served to introduce Illaria Cochini, granddaughter of Giovanni Papini, a writer who stirred things up prior to World War I, though finally turning religious and writing a life of Christ:
A second Fiesole revival has been The Devotion at the Cross," but exceptionally cool weather has handicapped the boxoffice for the hillside venture.

Martin Rubin, head of Drummond Productions, has rescheduled the opening of their off-Broadway production of Seyril Schochen's "Tiger Ragg" from Cit.

Martin Rubin, head of Drummond Productions, has reschedled the opening of their offSchochen's "Tiger Rag" from Oct.
3 to the first week in December so
director Alan Schneider can take
over staging chores for Ben Levy's industrial shows. Patents are pend"Rape of the Belt."

# **Stock Reviews**

LEGITIMATE

Happy Ending
New Hope, Pa., Aug. 16.
Michael Ellis presentation of two-atsmedy by Nellise Child. Staged by Jack
agotzy: setting. John Raymond Freiroth Robert Brand. Stars Ruth Gregory,
onrad Narel. Pert Kelton. Opened Aug.
5, 60. at Bucks County Playhouse, New
ope. Pa.: \$4.50 top.

Alice Wardell

A study of the problems of our so-called "senior citizens", would seem to be a choice theme for a play. But the picture of "goldenagers" given in "Happy Ending" is too superficial and pointless to be convincing.

Nellise Child places her version to the senior set in a New York coperative boarding house for elders either abandoned or overindulged by their children. The central figures are a retired pressor whose son tries to put him prematurely on the shelf and an aging governess who has wasted her life catering to a monied family who couldn't care less.

The action involves the inept at-

ily who couldn't care less.

The action involves the inept attempts by the teacher, played suavely by Conrad Nagel, to win the hand of the governess, given a strong if somewhat cold reading by Ruth Gregory (subbing for Ruth Chatterton, whose husband's death caused her to withdraw. It's difficult to see what the attractive prof sees in the prim, aloof servant.

prof sees in the prim, aloot servant.

Lesser characters include a bighearted but crude widow, a devoted husband and his senile wife, an intellectual and philantropic widower, a conscientious Negro servant, and so son.

Pert Kelton is likeable as the widow, Nell Harrison is effective in the embarrassing role of the senile woman and Nat Burns does well as her husband, and David Hurst is believable as the widower. There are funny moments in "Happy Ending." but the play is much too shallow to be meaningful. Jack Ragotz's direction keeps the

much too snallow to be meaningful, Jack Ragoity's direction keeps the comedy on an even keel. John Raymond Freimann's setting of the house's community kitchen is well-designed.

Bitt.

#### Happenstance

Happenstance
Bruce Becker presentation iof three-act
drama by Andrew Rosenthal, Staged by
warren Enters; setting and tighting,
David Johnston, Stars Constance Bennett;
Geoffrey Lumb, Todan Wetmore,
Geoffrey Lumb, Todan Wetmore,
Wack, N.Y., Aug 25,27, '69; 54.40 top.
Jan Phillips Richard Palmer
Clotitle Dubas Lvdia St. Clair
Henry Graham Geoffrey Lumb
Lestle Phillips Constance Bennett
Richard Austin John Archer

"Happenstance" is a rather light drama about a situation that just happens. It's a perfectly respectable professional work by Andrew Rosenthal, who's had several plays produced on Broadway and in London, and it's tastefully presented by Bruce Becker, who operates the Tappan Zee Playhouse in Nyack, N.Y., about 20 miles-from midtown Manhatta

able. There's presumably an anai-ogy between the two American men, one a contented husband and father who stumbles onto a seati-mentally-remembered; old flame and an unsuspected son, the other an older married man on his annual holiday-romance with the pen-

Both men want to have the extra.

Both make the unoccupied chair rock. a lamp fall over and a door same open are obvious. Hobe:

Rivington Bisland is treasurer of the Brooks Atkinson Theatre.

while the young English widow would perhaps be ready to marry her wartime lover if he proposed it, she's not willing to carry on an affair with him. Moreover, her son, aware at last who his real father is, finally decides to string along with his long-dead legal parent.

On the other hand, the pension-keeper, after telling the older American that she's ending their affair of many summers; decides that she has no choice but to continue. Maybe the author is trying to say that half a life isn't enough, that we must be true to ourselves, or possibly he's suggesting that we can only compromise with life and make the best we can of it.

Constance Bennett, starred as the young English woman who chose to raise her son by her own efforts, is admirably believable as the approximately 40 years old she's supposed to be, but her stuhning Bergdorf Goodman gownis could hardly have been bought by a writer of children's books about

ning Bergdorf Goodman gowns could hardly have been bought by a writer of children's books about snails. Dramatically, the star gives a thoroughly professional perform-

snails. Dramatically, the star gives a thoroughly professional performance.

John Archer is plausible in the underwritten role of the American who's always remembered his wartime London affair, and Joan Wetmore gives a skillfully dimensioned portrayal of the attractive wife who receives the knowledge of her husband's past (and present) with almost incredible poise.

Geoffrey Lumb is properly bumbling as the seasonal romantic emigre and Lydia St. Clair expressively acid as the acquiescent landlady. Richard Palmer, imported from London for the assignment, brings a willing, callow plumpness to the part of the self-reliant, devoted English youth.

Warren Enters has staged the play unobtrusively and within strawhat budget limitations, David Johnston has provided a fairly authentic-looking pension terrace setting. Becker has an option on "Happenstance" and, with suitable revisions, believes that it will be strong enough for Broadway. strong enough for Broadway.

#### Fido

Robert Ludium presentation of Richard Bachrach production of three-act comedy by Jack Bostick. Staged by Windsor Lewis; setting. Robert Conley; lightner, Charles LaMartin: sound effects. Joseph Briden. Stars Vicki Cummings: reatures Bert Thorn, Rosetta Lepoize. Playbouse, Paranus, N.J.; Aug. 29-Sept. 3, 60; \$3.30 to.

Margot Hartman
Playhouse, Paramus, N.J.; Aug. 2007
Playhouse, Paramus, Para ce....Vicki Cummings
Margot Hartman
Rosetta Lenoire
Richard Everhart

On the basis of a single act, "Fido" is one of those little fiascos that can be written off to experience. It offers nothing for the

stage.

Robert Ludlum, who operates the North Jersey Playhouse, recently transferred from Ft. Lee, N. J., to a new building in the huge Bergen Mall shopping center several miles away in Paramus took "Fido" on a guarantee basis from Richard Bachrach, who produced it. The audience reaction may be something for the theatre to live down.

"Fido," according to an advance.

Tappan Zee Playhouse in Nyack, N.Y., about 20 miles-from middown Manhattan.

Although it is an interesting penstance' lacks the urgency or importance for big league competition. The first act is acceptable-the second is long and tedious, and the third is inconclusive.

When an American business man, traveling in Europe with his wife while his two grown daughters are touring the Continent on their own, just happens to meet his London sweetheart of World War II, it creates a situation for evervone at the little pension in the French Riviera. But at the curtain, they are all ready to go along as usual, presumably a trifle sadder and wiser.

Although Rosenthal's intention is apparently serious, he hasn't elucidated the play's meaning. And while the premise seems slightly contrived, it's plausible and the characters are believable and personable. There's presumably an analogy between the two American of the formal properties of the stage, making a quick change between scenes. Bachrach, who reportedly plans to produce "Fido" on Broadway, has announced in the local papers a contest for a new title for the play, which is played to produce "Fido" on Broadway, has announced in the local papers a contest for a new title for the play, which will be premise seems slightly contrived, it's plausible and the characters are believable and personable. There's presumably an analogy between the two American business and the third is incording to the urban. "Fido" an advance to down. "Fido" an adult comedy down. "Fido" an adult comedy to man. who has a ghost. Come to live with him and interfere with him

self. Windsor Lewis staged this presentation.

There is no point in commenting on the performances of the actors, but Robert Conley's setting is inadequate, and Charles LaMartin's lighting, Joseph Briden's sound effects and the uncredited strings that make the unoccupied chair rock, a lamp fall over and a door swing open are obvious. Hobe.

#### 'The Method' for Execs

Ottawa, Sept. 6.
British Industry is beginning to use the Method (Stanislav-sky's not Strasberg's) "to mould better executives, salesmen and secretaries," Jeannine Locke reports from London in the Toronto. Star. Northwestern Gas, Bata Shoes, some department stores, oil companies and management. some department stores, oil companies and management-consultant firms are sending staff to George Martin's Method International school, at \$150 a week each. Those taking it on their own, at night, get by for \$60 a week.

"It's just as important to people in their everyday life as to actors, to know precisely how to create the impression they wish to create." says

they wish to create," says Michael Joseph, studio director—making it sound like a training school for hypocrites.

# Dramatic Blackout On B'way in Memory Of Oscar Hammerstein

The cooperation of all backstage and front office unions, as well as the City of New York which assigned 80 policemen for the occasion, was required to put across the three-minute blackout Broadway area in memory of the late Oscar Hammerstein 2d last Thursday night (1). The operation was highly successful, the lone holdout being the Paramount Bldg. tower clock which served as the timepiece for the occasi

timepiece for the occasi

The electrical workers union. local 802 of the American Federation of Musicians, Local 1 of the Stagehands, Solly Pernick of the IATSE, Harry Van Arsdale of the Central Labor Trades Council, Morris Iushewitz, also of the Central Trades, reps of ATPAM as well as highly placed police officers, were on hand to stage the tribute. The result was the most complete

as highly placed police officers, were on hand to stage the tribute. The result was the most complete stoppage of electrical current on the Stein since the blackout days of World War II. But more than the blackout was the halting of all traffic within the blackout zone which extended from 42d to 53d St., between 6th and 8th Avenues. With the firing of a flare by a policeman of the city's aviation squadron, lights started to go off. The first to douse the dimmer was the Victoria Theatre which went out before the signal. The Palace followed seconds thereafter. Ine last to go off were the lights in the Times Tower. After the first flare two trumpeters, donated by Local 802 which paid the \$25 scale for the one-minute solo, played, taps: Sam Buckman played the first trumpet. and Nils Laasko played the echo. Local 802 veepee Al the echo: Local 802 veepee Al Knopf was around to supervise this talent. With the firing of a second flare all lights and action returned to normal.

It was blackout that Broadway It was blackout that Broadway seemed happy to enforce. There were no gripes either from businessmen in the area who put out storefront and spectacular lights, and there were no beefs from motorists nor pedestrians who stopped to pay tribute to the librettist who died Aug. 23. The Hammerstein family was represented at the Duffy Square command post by attorney Howard Rheinheimer.

No shows in the interior of theatres were interrupted, including "Sound of Music," the Rodgers & Hammerstein musical at the Lunt-

#### B'way in September By TOM WEATHERLY

The rehearsal halls abound these

The renearsa days

With thespians working gaily.

While frantic flacks from hideways

\*\*Additional progress of the progress of

The scene is one of brightest hope, The dreams of all are rosy; Who gives a damn for statistical dope

When life's so sweet and cozy?

the bubble grows and grows, Until the first night curtain; When even the backstage doorman knows—

They've got a flop for certain.

# So They Say

"Summing up, I'd say that it (the underlying theme of all his plays—Ed.) was a search for a definition of gallantry, which is the great flag, the great banner of the human race—how to live in spiritual decency under adverse circumstances. Blanché Dubois in 'Streetcar' had gallantry. Oh, she had marvelous gallantry. Gallantry is not a popular word today; it's a peculiarly southern word. Gallantry is not just manners, you know, Gallantry is the forgetting of self. It's a dignity in the face of danger. Hemingway, who has great gallantry, calls it honor, adding to it a physical courage, like facing a charging bull elephant. Me, I'd run for the bushes."—Tennessee Williams, as quoted by Donald Freeman in the San Diego Union. the San Diego Union.

"The English drama reviewers, on the whole, strike me as even a more excitable lot than our own, given, just as we probably are, to excesses of praise and condemnation."—Richard Watts Jr., drama critic for the N. Y. Post, in a column following his recent

"It's been fortunate that we've been able to work together so frequently in tv and in the theatre in recent years, but there's no truth to the rumor that we're trying to become the slum company Lunts. It's just happened that we've instituted several of our own projects recently."—Actor-director Hume Cronyn refering to himself and actress-wife Jessica Tandy, as quoted by Harold Stern in the Fort Wayne Journal-Gazette.

"The Frenchman thinks he is the only one in th world that has a special agreement with God—that God will forgive him because he likes the French so much. The Frenchman feels he is so amusing and intelligent that God must surely allow him a few licenses."—French legit-film actor Claude Dauphin, as quoted by Art Buchwald in the N. Y. Herald Tribune.

"The night we opened it ('The Musc Man') I couldn't remember a single set of its lyrics. I've heard the songs hundreds of times since then and I don't know one single set of its lyrics."—Kermik Bloomgarden, producer of "The Music Man" and other shows, as quoted by drama critic Frank Aston in the N. Y. World Tele-

Eminence nearly killed me. It gave me a thirst and a belly. Now I'm off the gargle, Just call me a retired alcoholic." — Irish playwright Brendan Behan, author of the upcoming "The Hostage." as quoted from Dublin by Michael Parkinson, in the N. Y. World-Telegram.

"If you're prepared to put up with the conditions at the beginning of your career, it must be in your blood. The conditions can be hell. You work 18 hours a day and sometimes do a different play every night. You're overworked and underpaid. But you don't complain — because it's your life." — British actress Joan Plowright, who will star in the forthcoming Broadway production of "A Taste of Honey," as quoted in an unsigned interview in th N. Y. World-Telegram.

"I never thought I'd be here like this. I used to dream about being a star. Really. But you don't think about it much when it happens. You're too busy worrying about the play." Film star Jack Lemmon, star of the forthcoming Broadway show, "Face of a Hero," as quoted by Henderson Cleaves in the N. Y. World-Telegram.

"Mike Stewart (author of the show's book) wanted a father role parents could identify with attempts to understand children. Don't forget, parents buy the tickets."—Paul Lynde, who plays the frantic father of the teenage rock 'n' roll addict in "Bye Bye Birdie," as quoted by Robert Wahls in the N. Y. Daily News.

"Billy Bigelow is part of me. And it should be. It's probably the greatest male role ever written in a musical. In my book of course, this is the greatest of Rodgers and Hammerstein's great shows."—Singer-actor John Raitt, who played the leading role of Billy Bigelow in the original Broadway production of "Carousel," as quoted by Allen M. Widem, theatre editor, in the Hartford Times.

# **Touring Shows**

(Sept. 4-18)

Best Man (2d Co.)—Hartford, L.A. (5-10):
Alcazar, S.F. (12-17).

Destry Rides Again—Riviera, Las Vegas (4:17). Duel of Angels Aud., Denver (6-7); Music Hall, K.C. (9-10); lackstone, Chi (12-17).

Evening with Mike Nichols and Elaine May (tryout)—Westport (Conn.) Country Playhouse (12-17).

Face of a Here (tryout)—Walnut, Philly (14-17).

Flay nouse (12-17).

Face of a Here (tryout)—Walnut, Philly (14-17).

Face of a Here (tryout)—Walnut, Philly (14-17).

Flower Drum Song—Curran, S.F. (5-17).

Flower Drum Song—Curran, S.F. (5-17).

Irma La Douce (tryout)—National, Wash. (8-17).

Mash. (19-17).

Mash.

#### Off-Broadway Shows

Off-Broadway Shows
(Figures denote opening dates)
Balcony, Circle in Storace (3-86).
Between Two Thieves, York (2.11-60).
Between Two Thieves, York (3-15-60).
Between Two Thieves, York (3-15-60).
Connection, Living (1-16-60).
Krapp's & Zoo, Provincetown (1-14-60).
Be Rondo Marquee (6-80-86, (5-25-50).
Man & Superman, Jan-Hus (8-16-60).
Mary Sunshine. Orpheum (11-18-90).
Theatre Chance, Living (Rep) (6-22-60).
Theatre Chance, Living (Rep) (6-22-60).
The Composition of John (1-16-60).
Sign of Jonah, Players (9-3-60).
Dance of Death, Key (9-13-60).
Here Come Clowns, Actor's (19-50).
When We Dead Awaken, 4th St. (8-3-61).
Valmouth, York (10-6-60).
Tree In Brooklyn, Barbison (11-28-60).
Tree In Brooklyn, Barbison (11-28-60).

# FRANK J. HALE'S FREE DRAMA SCHOLARSHIPS

Palm Beach, Sept. 6.
A major professional theatrical scholarship training program is being launched by the Academy Royale Theatre here, which is organizing a free training program for all branches of the theatre. Frank J. Hale is the founder and president of the organization. The first session will begin in Palm Beach, Nov. 1 and continue through May under direction of Hale's production associate. Paul Crabtree. Prof. Sawyer Falk, head of the Syracuse Univ. drama dept., will act as advisor on the project.

act as advisor on the project. The Academy is offering full scholarships to 15 candidates between ages of 20 and 30 who will comprise the entire personnel of the first session. There is no provision for paying students. According to Crabtree, scholarship candidates must have completed theatre training on the college level or the equivalent in practical experience. They must also have unqualified recommendation of their department heads, union, directors fied recommendation of their de-partment heads, union, directors or teachers. Final screening will be by interview and auditions. En-tire project is being subsidized by Hale. The Academy has acquired living and dining quarters as well as conference, rehearsal room and offices in Palm Beach, Hale has made the Royal Poinciana Play-house and the new 200-seat arena theatre available to the venture.

Cy Feuer and Ernest Martin took possession of the Lunt-Fontanne Theatre last Tuesday (29). Their purchase of the house was ar-ranged Aug. 15, for \$2,000,000.

# He Went Thataway

David Merrick, with three productions running on Broadway and one on tour, has to keep moving faster and farther than ever this week. He planed Monday (5) to the Coast to attend the breakin last night (Tues.) of his presentation of "Taste of Honey," at the Biltmore, Los Angeles, is due back tonight (Wed.) for the first preview of "Vintage '60," at the Brooks 'Atkinson Theatre, N. Y., and then hops to Washington for the break-in tomorrow night of "Irma La Douce," at the National Theatre.

Any moment he can anatch between those assignments he must devote to plans for his upcoming productions of "Becket," "Do Re Mi," "Carrot Top" and "Julia, Jake and Uncle Joe." That's in addition, of course, to decisions to be made regarding his current Broadway entries, "Gypsy," "La Plume de Ma Tante" and "Take Me Along," and the touring "Destry Rides Again."

Me Along," and the touring "Destry Rides Again."

The producer will also have to scamper to keep up with his scheduled Broadway openings. "Vintage '60" premieres next Monday night (12), and then there will be three openings in less than a week, beginning with "Irma La Douce" at the Plymouth, Sept. 29; "A Taste of Honey" at the Lyceum, Oct. 4, and "Becket" at the St. James, Oct. 5. There'll be a lull for Merrick) until "Do Re Me" arrives at the St. James ("Becket" is an interim booking at the house). Dec. 26. No theatres or dates are definitely set for "Julia, Jake and Uncle Joe" and "Carrot Top."

# Road Fair; 'Mattress' 14½G (4), Chi; 'Flower Drum' Record \$62,006, S.F.; 'Music Man' Big \$67,000, Vancouver

week. As usual, the powerhouse musicals bolstered the list, but the straight shows also improved slightly over the previous week.
"Flower Drum Song" set another

new house record in San Francisco, "Music Man" had a potent cisco, "Music Man had a potent single-week stand at the new Queen Elizabeth Theatre in Van-couver and "My Fair Lady" con-tinued its mopup in Washington. The S. Hurok touring edition of "Once Upon a Mattress" made a fair start in Chicago and "Fiorello" had another moderate week in Detroit.

#### Estimates for Last Week

Parenthetic designations for outof-town shows are the same as for
Broadway, except that hyphenated
T with show classification indicates
tryout and RS indicates road show,
Also, prices on touring shows include 10% Federal Tax and local
tax, if any, but as on Broadway
grosses are net; i.e., exclusive of
taxes. Engagements are for single
week unless otherwise noted.

CHICAGO
Once Upon a Mattress, Erlanger
(MC-RS) (1st wk) (\$5,95-\$6.60; 1,380;
\$48,500 (Dody Goodman, Buster
Keaton). Opened last Thursday
(1) to three favorable reviews
(Bradley, Daily News; Cassidy,
Tribune; Syse, Sun-Times) and one
yes-no (Dettmer, American).
Almost \$14,600 for first four performances.

DETROIT

Fiorello, Riviera (MC-RS) (2d wk) (\$5; 2,700; \$75,000) (Previous week, \$40,100 with Theatre Guild-American Theatre Society subscription and parties. Nearly \$40,100.

LOS ANGELES
Best Man, Hartford (CD-RS) (4th
wk) (\$5.40-\$5.95; 1,024; \$33,500)
(Leon Ames, William Gargan,
Gene Raymond). Previous week,

Show Bost, Philharmonic (MD-RS) (3d wk) (\$5.75-\$6.50; 2,670; \$79,800) (Andy Devine, Julie Witson, Eddie Foy Jr.). Previous week, \$78,800 Civic Light Opera Assn. subscription. About \$78,200.

SAN FRANCISCO
Duel of Angels, Aleazar (D-RS)
(4th wk) (\$4.85-\$5.40; 1,147; \$37,000) (Vivien Leigh, Mary Ure).
Previous week, \$26,400.
Nearly \$27,000.

Flower Dram Song, Curran (MC-RS) (5th wk) (\$6.25-\$6.90; 1,758; \$62,000). Previous week, \$61,677 on Civic Light Opera Assn.

subscription, New house record, \$62,006.

TORONTO

World of Smile Wong, Royal Alexandra (D-RS) (2d wk) (\$4-\$5; 1,525; \$40,200). Previous week, \$16,500 on two-for-ones. Almost \$17,000 with twofers.

Music Man, Queen Elizabeth (MC-RS) (single wk). Previous

nerally good last week, \$74,200 at the Orpheum, the powerhouse Seattle. Nearly \$67,000.

WASHINGTON
My Fair Lady, National (MC-RS)
(11th wk) (\$7.90; 1,677; \$68.155)
(Diane Todd, Michael Evans). Previous week, \$68,949;
Nearly \$69,400.

# Marceau Record \$34,814 Cambridge Drama Fest

Marcel Marceau and his Compagnie de Mime set a house record last week for the Cambridge Drama Festival at the Boston Arts Center. The French pantomime troupe grossed \$34.814 for six performances, without matinees.

formances, without matiness.

Marceau and his group open tonight (Tues.) for a three-week engagement at the N.Y. City Center,
then go on a national tour.

#### Stratford, Conn., \$50,300 For Shakespeare Trio

Stratford, Conn., Sept. 6.
The American Shakespeare Festival had another virtual capacity gross last week, registering just over \$50,300 on an eight-performance repertory of "Antony and Cleopatra," "Twelfth Night" and "The Tempest," with Katharine Hepburn and Robert Ryan costar-

ring.
The season ends next Sunday

# **Production Assignments**

BROADWAY 1959-60 "Do Re Mi": Buster Davis, vocal 1960-61

"Laughs and Other Events":
David Haber, stage manager; John
Robert Lloyd, set designer; Reuben
Pabinavitch pressagent.

Rabinovitch, pressagent.
"Laurette": Elmer Bernstein,

score. "Taffy": Anna Hill Johnstone,

"Tenderloin" Bob Randolf, assistant set designer; Patton Campbell, assistant costume designer.

Off-Broadway

"Greenwich Village, U.S.A.": Phil Bloom, pressagent.

# Scheduled B'way Preems

Scheduled B way Freems

Thurber Carnaval, ANTA 0-5-00.
Marcel Marceave, City Center (6-6-60).
Vintage '46. Atkinson (6-12-60).
Vintage '46. Atkinson (6-12-60).
Farewell, Evesses. Hayas (6-27-60).
France of Douce, Pymouth (6-22-60).
Trant La Douce, Pymouth (6-22-60).
Trant La Douce, Pymouth (6-22-60).
Trant of Meney, Lyreum (10-4-60).
Backer, St. James (9-8-60).
Wall. Rose (10-14-60).
Sweet & Sour, Ambassador (10-5-60).
Sweet & Sour, Ambassador (10-5-60).
Sweet & Sour, Ambassador (10-5-60).
Bape of Belt, ANTA (11-3-60).
All Way Home, Balasco (wk. 11-3-60).
All Way Home, Balasco (wk. 11-3-60).
All Way Home, Balasco (wk. 11-3-60).
Adviss and Cassael, Cort (11-17-60).
Adviss and Cassael, Cort (11-17-60).
Little Meset, Longare (12-1-60).
Cityle's Choice, Barrymore (12-1-60).
Wildest, Alva, James (12-3-60).
Hell Conquering Here, ANTA (15-61).

# Non-Star 'Stairs' \$20,600

At Park Playhouse, Phila.

"The Dark at the Top of the Stairs," with a non-star cast, grossed a healthy \$20,600 last week as the season finale at the Playhouse in the Park. The notices were generally favorable.

The municipally operated strawhat has a potential gross of \$26,-286 at a \$3 top.

# B'way's Summer B.O.

Continued from page 55

continued from page 55
shows and \$871,600 gross. The following week, when all but the N. Y. City Center (playing the Grand, Kabuki, from Japan) were dark, the gross for the single show was \$55,000, in contrast to the previous season's second week of \$892,700 total gross for 20 shows. Even after Equity and the League reached an agreement and Broadway relighted, however, the total gross for the summer averaged about \$100,000 a week below, last season, and there were only

aged about \$1.00,000 a week below two weeks when the number of shows current equalled (in one case came to one more than) the corresponding stanza of last year. Although three of the high gross-

Although three of the first gross-ing Broadway musicals took lay-offs this summer ("The Sound of Music," two weeks, "Take Me Along," three weeks, and "Gypsy," five weeks), the fact that the lower grosses and playing weeks were consistent appears to indicate that the slow-down was more basic. In contrast to Broadway, the road gross for the summer was the

road gross for me summer was the highest in many years, possibly in history. The total topped any year since Variety has been tabulating the figures, although the aggregate playing weeks was far below the general level of some years

low the general level of some years ago, before all touring business petered out.

The comparative grosses for the first 13 weeks of the respective seasons, according to Variety's records, follow:

BROADWAY

Playing Weeks 256 251 197 Total Gross \$5,152,900 5,436,600 5,058,700 5,131,800 5,125,500 1947-48 1948-49 1949-50 1050-51 1951-52 1952-53 195 4,300,700 5,321,700 5,772,800 6,772,300 162 175 216 1953-54 1954-55 1955-56 253 215 6,467,300 6,246,500 7,047,100 8,879,000 1956-57 1957-58 1958-59 1960-61 6,698,600 ROAD 1948-49 124 117 83 111 2,557,500 3,493,700 3,115,200 1951-52 1953-54 3,449,400 4,032,800 3,992,700 3,304,900 1957-58 1958-59

## 'Mattress' Deficit

2 554 100

= Continued from page 55 =

bleton, Norris Houghton and William and Jean Eckhart presentation failed to maintain the pace, and by the time it folded last July 2, was \$13,725 in the red, after receipt of the \$14,000 down payment on the sale of the physical production. As of an Aug. 13 accounting, \$10,000 was repaid to the backers, bringing the total return to \$80,000 to date.

The two touring companies of the musical will each pay the parent company \$750 a week royalty against 5% of the weekly gross. One of the troupes is touring under the management of S. Hurok and the other on a guarantee basis for Broadway Theatre Alliance, a subsidiary of Columbia Artists Management. The Hurok edition opened last Thursday (1) at the Erlanger Theatre, Chicago. "Mattress" has a book by Jay Thompson, Marshall Barer and Dean Fuller, with music by Mary Rodgers and lyrics by Barer. It was staged by George Abbott.

# Non-Star 'Stairs' \$20,600 Holiday, Pennsy Strike Clip B way; But 'Sound,' 'Fiorello,' 'Birdie' Sell Out, 'Best Man' \$35,600, 'Miracle' \$35,800

Broadway took a severe beating Maureen Stapleton, Irene Worth), the boxoffice last week. The Previous week, \$24,000.

Nearly \$21,000. at the boxoffice last week. The customary pre-Labor Day lull was apparently aggravated by a fieup of commutor traffic and tourist in flux due to the Pennsylvania Railroad strike. Although the three regular sellouts, "The Sound of Music,"

Beginning tonight (Wed.), curtain time for all Wednesday evening Broadway per-formances will be at 7:30. The early curtain is scheduled to continue for the entire 1960-61 theatre season.

"Fiorello" and "Bye Bye Birdie," were capacity again, virtually all other shows sagged, in one case going \$7,300 under the previous week. Only "West Side Story," on twofers, registered a small gain.

The new fall season gets under way this week with the return last Monday 45 of "A Thurber Carnival" at the ANTA Theatre, and last night's (Tues.) preem of Marcel Marceau and his Compagnie de Mime at the City Center.

Estimates for Last Week

Estimates for Last Week

Keys: C (Comedy), D (Drama),
CD (Comedy-Drama), R (Revue),
MC (Musical-Comedy), MD (Musical-Drama), O (Opera), OP (Operetta) Rep (Repertory), DR
(Dramatic Reading).
Other parenthetic designations
refer, respectively, to weeks played,
number of performances through
last Saturday, top prices (wheretwo prices are given, the higher is
for Friday-Saturday nights and the
lower for weeknights), number of for triany-Sauraay nights and the lower for weeknights), number of seats, capacity gross and stars. Price includes 10% Federal and 5% City tax, but grosses are net; i.e., exclusive of taxes.

Best Man, Morosco (CD) (22d wk; 168 p) (\$6.90-\$7.50; 999; \$41,-000) (Melvyn Douglas, Lee Tracy, Frank Lovejoy). Previous week, \$32.200.

Nearly \$35,600.

Bye Bye Birdie, Beck (MC) (20th k; 152 p) (\$8.60; 1,280; \$57,518). Previous week, \$57,800. Almost \$57,800.

Fiorello, Broadhurst (MC) (40th k; 316 p) (\$8.35-\$9.40; 1.214; 58,194). Previous week, \$58,800. Nearly \$58,600.

Five Finger Exercise, Music Box (D) (39th wk; 305 p) (\$6.90-\$7.50; 1.107; \$40,107) (Jessica Tandy, Roland Culver). Previous week, \$18,-100 with two-for-ones. Nearly \$16,000, with twofers.

Gypsy, Imperial (MC) (61st wk; 479 p) (\$8.60-\$9.40; 1,427; \$64,500) (Ethel Merman). Previous week, \$51,000. Over \$45,900.

La Plume de Ma Tante, Royale (R) (90th wk; 715 p) (\$8.05; 1,050; \$44,500) (Robert Dhery). Previous

Miracle Worker, Playhouse (D) (45th wk; 356 p) (\$6.90-\$7.50; 994; \$36,500) (Anne Bancroft, Patty Duke). Previous week, \$36,400. Over \$35,800.

Music Man, Majestic (MC) (141st wk; 1,120 p) (\$8.05; 1,626; \$71,000). Frevious week, \$47,000. Almost \$43,000.

My Fair Lady, Hellinger (MC) (233d wk; 1,855 p) (\$8.05; 1,551; \$69,500) (Pamela Charles). Previous week, \$58,700.

Over \$55,100. Sound of Music, Lunt-Fontanne (MD) (39th wk; 308 p) (\$9.60; 1,407; \$75,000. (Mary Martin). Pre-vious week, \$75,900. Nearly \$75,900.

Take Me Along, Shubert (MC) (42d wk; 328 p) (\$8.60-\$9.40; 1.453; \$64.000) (Jackie Gleason, Walter Pidgeon, Elleen Herlie). Previous week, \$54.000).

Over \$46,700.

Tenth Man, Booth (D) (43d wk; 35 p) (\$6.90-\$7.50; 807; \$32,000). revious week, \$26,500. Almost \$23,400.

Toys in the Attic, Hudson (D) ter. (27th wk; 208 p) (\$6,90-\$7.50; 1,065; 439,600) (Jason Robards Jr., Von Furstenberg.

West Side Story, Winter Garden (MD) (18th wk; 137 p) (\$8.05; 1,404; \$64,200). Previous week, \$45,100 with two-for-ones.

Over \$45,700.

#### Reopening This Week

Thurber Carnival, ANTA (R) (\$6.90-\$7.50; 1,185; \$49,178) (Paul Ford, Peggy Cass, Eddie Mayhoff). Opened Monday afternoon (5) for a limited return engagement and will then tour. Just concluded a smashr stand at the Opera House, Central City, Col.

#### Opening This Week

Marcel Marceau Co., City Center (Rep) (\$3.95; 3.090; \$60,000). French pantominist and troupe opened last night (Tues.) for a three-week engagement.

# Gisele MacKenzie 80G In 'King' at K.C. Starlight

Kansas City, Sept. 6. MacKenzie in "The King Gisele MacKenzie in 'The King and I' grossed a whopping \$80,000 last week in the second stanza of a fortnight's run as the finale of the Starlight Theatre season in Swope Park. The final three performances, ending Sunday night (4) were sellouts in the 7,000-seat amphitheatre. The first week's gross was almost \$66,500. The singer-comedienne set the boxoffice record for the Starlight with an \$86,000 gross four years ago in 'Annie Get Your Gun.'

The smash fortnight's elector Gisele MacKenzie in

The smash fortnight's closing probably put the outdoor tuner season comfortably in the black, with the profit possibly reaching \$50,000. The schedule included nine shows in 11 weeks.

#### Variety Club Sponsoring 4-Show Houston Season

4-Snow Houston Season

Houston, Tex., Sept. 6.

The Variety Club of Houston will sponsor this season's local presentation's of the Broadway Theatre League. The past two seasons the series were sponsored by the Houston Lions Club. Four touring shows will be given here, two "straight plays" and a pair of musicals, each for two performances and possibly a third for the general theatre public.

The series will onen Nov. 2 with

The series will open Nov. 2 with The Andersonville Trial." It will The series will open the "The Andersonville Trial." It will be followed in December by "Fiorello." In February "JB" will be the production and "Once Upon a Mattress" will be the final presentation in March.

#### Cast Placements BROADWAY

"Advise and Consent" Richard Kiley, Chester Morris, "All the Way Home": Aline Mac-Mahon

Manon.
"Gypsy": June Squibb (succeeding Marsha Rivers).
"How to Make a Man": Jan
Sterling.
"Laurette": Bob Mariano.
"Peried of Adjustment": Robert
Webber.

Webber.

"Rape of the Belt" Philip Bosco.

"Taffy": Edward Andrews,

"Taffy": Edward Andrews,

"Tenderloin": Roy Fant, Marguerite Shaw, Jeri Archer, Ray

Pasmlay

guerite Snaw, Jeri Archer, Ray Bramley. "Vintage '60": Bonnie Scott, Michele Lee, Larry Billman. "West Side Story": Don Grilley (succeeding Larry Kert). "Wideat": Howard Fischer.

#### OFF-BROADWAY

"A Country Scandal": James J. Frawley (succeeding Ronald Wey-

and).
"Dance of Death": Abe Vigoda.
"Greeswick Village, U.S.A.":
Dawn Hampton, James Harwood,
Jane A. Johnston, James Pompeli.
"Here Came the Clewuns" Roberta
Royce, Donald Gantry, Alan Bergmann, Harry Carlson.
"Valmouth": Constance Carpentree.

# **CASTING NEWS**

Following are available parts in upcoming Broadway, off-Broadway, and touring shows, as well as ballet, films, industrial and tele vision shows. All information has been obtained directly by the VARILITY Casting Department by telephone calls, and has been rechecked as of noon yesterday (Tues.).

checked as of noon yesterday (Tues.).

The available roles will be repeated weekly until filled, and additions to the list will be made only when information is secured from responsible parties. The intention is to service performers with leads provided by the managements of the shows involved rather than to run a wild goose marathon. This information is published without

In addition to the available parts listed, the tabulation includes productions announced for later this season, but, for which, the managements, as yet, aren't holding open casting calls. Parenthetical designations are as follows: (CC Comedy, (DI) Drama, (MC) Musical Orana, (R) Revue, (Rep) Repertory, (DR) Dramatic Reading.

# Legit

BROADWA1

"A Clean Kill" (D). Producer, Clifford Hayman (230 W. 54th St., N. Y.; JU 2-4095). Accepting photos and resumes, through agents only, of British performers, c/o above

of British performers, c/o above address. Available parts: three character men; two character women; woman, 27.

"Advise and Consent" (D). Producers. Robert Fryer & Lawrence. Carr 1234 W. 44th St., N.Y.; LA 4-2844). Available parts: man, 60's. alert, powerful though ailing; man, 45. polished, attractive, articulate; man, 40 ambitions: man, 35 sin-"Advise and Consent" (D). Producers, Sobert Free & Lawrence Carr 1234 W. 44th St., N.Y.; LA 4-2344). Available parts: man, 60's, slert, powerful though ailing; man, 45. polished, attractive, articulate; man, 40 ambitious; man, 35, sincere but seemingly spiteful; woman, 30, preity, happy, unsophisticated; woman, 45-50, realistic; man, 60, politician; man, 50's, wiry, persuasive; man, 60, simple, sincere, westerner; man, 50's, flinty-voiced, picky New Englander; man, 58-60, deep-voiced mid-westerner; man, 60's, genial, eminent New Englander. Mail photos and resumes, c o Robert Linden, above address.

"All The Best People" (C) Producers, Joel Spector & Buff Cobb (147 W. 57th St., N.Y.; Pt. 7-2691). Available parts: naive femme, 21; male, 30-35; middleaged femme, 21; male, 30-35; middleaged femme, 21; male, 30-35. Mail photos and resumes, c o above address.

"All the Way Home" (D) Producer, Freed Coe (234 W. 44th St., N.Y.; DO 5-6376). Available for boy, 7, plump, whiny, unattractive; character man and woman, 65-70. Send photos and resumes, above address.

"Beeket" (D) Producer, David Merrick (246 W. 44th St., N.Y.; DO 3-7520. Part available for authous and resumes, c/o Michael Shurt-left, above address.

"Love and Death" (D) Producers, Sandra available for suptiment of Gene Lasko, above address.

"Beeket" (D) Producer, David Merrick (246 W. 44th St., N.Y.; DO 3-7520. Part available for suptiment for suptiment

"Becket" (D). Producer, David Merrick (246 W. 44th St. N. Y.; LO 3-7520). Part available for au-

LO 3-7520. Part available for authentic French girl, 23-29, sexy, good comedy sense, slight accent only. Mail photos and resumes, c. o. Michael Shurtleft, above address. "Carrot Top" (MC) Producer, David Merrick (246 W. 44th St., N. Y., LO 3-7520); casting director, Michael Shurtleff. Available part: title role, girl singer-dancer, 18-22. Mail photos and resources, c. above address.

part: title role, girl singer-dancer, 18-22. Mail photos and resources, c o above address.

"Come Spring" (C). Producers, Charles Bowden & H. Ridgelev Bullock Jr. (137 W. 48th St., N. Y.; CO 5-2630). Available parts: two boys, 12-13, one Negro and one white; white girl, 16; white girl, 23; two character men, 40's, one Negro and one white; Negro character woman, 70's, grand-mother. Mail photos and resumes, c o above address.

Drama untilled formerly "Gen-

Drama (untitled, formerly "Gen-Drama (untified, formerly "Gen-eral Seegar"). Producers Shirley Ayers, Charles Bowden & H. Ridge-ley Bullock Jr. (137 W. 48th St., N. Y.; CO 5-2630). Available parts: male lead. 43-55; woman, 50; girl, 30, and 10 reporters. Mail photos

until he is set. Photos and resumes by mail only c/o above address.

"Gypsy" (MC). Producer, David Merrick (246 W. 44th St., N.Y.: LO 3-7520. Part available for boy singer-dancer, 7-11, under 54 inches tall. Accepting photos and resumes, c o Michael Shurtleff, above

address.

"Hail the Conquering "Hall the Conquering Hero" (MC). Producer, Robert Whitehead (165 W. 46th St., N. Yr. PL 7-5100). Available parts: girl dancer, 20-22, must also sing and act; Marine sergeant, 40's, must sing. Mail photos and resumes, c/o Terry Faye, above address.

addres
"Nine Millionth Star" (D), Producers. Michael Charnee & Geof-frey F. Rudaw (340 E. 66th St., N. Y.; RE 4-1478). Available parts: If Y. Kudaw 1340 E. 66th St., N. Y. RE 4:14781. Available parts: two men. 35-40. Ianky southerners; three men, 25-35, huskf; two momen. 20-30, altravtive; girl, 14; boy. 15; boy. 16; man, 45. must play violin. Mail photos and resumes, of phone address.

violin. Mail photos and resumes, co above address.

"Once There Was A Russian"
(C. Producers, Leonard Key & Morton Segal (120 E. 56th St., N. Y.; PL 2-4190). Accepting photos and resumes of character menand women by mail only, /o above address.

and resumes of character men and women by mail only, /o above address.

"Rhinoceros" /D). Producer, Leo Ketz (140 E. 79th St., N.Y.; BU 8-2664. Available parts: sexy, buxom young w man. 25; two character men, 45-50; distinguished, elegant man. 35. Accepting photos and resumes, c'o above address.

"Shifting Heart" (D). Producers, Chorles Bowden & H. Ridgeley Bullock Jr. (137 W. 48th St., CO 5-2630. Available parts: leading man, 55; woman, 50; girl, 32; boy, 21, all Italian types; leading man, 35; two character men, 40; character woman. 40, all Australian characters. Accepting photos and resumes, above address.

"Sound of Music" (MD). Producers, Richard Rodgers & Oscar Itammerstein 2d (488 Madison Ave. N. Y.): casting director, Eddie Blum. Auditions for possible future replacements for girls, 7-16, and boys, 11-14 all with trained voices, characters. Mail photos and resumes to above address.

"The Count of Teo?" (MC). Bro.

male lead 4.5.55; woman, 50; girl 30, and 10 reporters. Mail photos and resumes, above address.

"Do Re Mi" (MC) Producer, clirk and 10 a.m. boys at 10 a.m. Sept. 15, open and resumes a 10 a.m. Sept. 15, open and singers at 10 a.m. Sept. 16, and a singer singers at 10 a.m. Sept. 15, open and singers at 10 a.m. Sept. 16, and and seight and singers at 10 a.m. Sept. 16, and and seight and singers at 10 a.m. Sept. 16, and and seight and singers and singers at 10 a.m. Sept. 16, and and seight and singers a

sports writers; character man, rehearsal Hall (11 W. 18th St., an, 30's. Mail photos and resuderula; two patrolmen; bartender; N. Y., second floor. All applicants stage doorman; messenger boy; city policemen; bum; cab driver; cards. fight fans; pedestrians; thugs. Mail

fight fans; pedestrians; thugs. Mail photos and resumes to Busby Berkeley, c/o above address.

"13. Daughters" (MC). Producer, Jack H. Silverman (152 W. 42d St., N. Y.; OX 5-3783). Available parts; girls, 17-30, Hawaiian types; men

girls, 17-30, Hawailan types; men of various ages, malnly 20's-30's. Hawailan and English types. No casting until leads are set, but now accepting photos and resumes through agents only, 'o Carl Sawyer, above address. "Two Queens of Love and Beauty" (D). Producer, Jay Julien (156 W. 44th. St., N. Y.; PL. 7-5250'. Available parts: girl, 27; woman, 45, attractive; policewoman, 35; woman, 38, sexy. Mail photos and resumes, c/o Janet Stewart, above address.

address.

"Whole Darn Shooting Match"
(Ct. Producer, Anthony Parella
(230 W. 54th St., N. Y.; Ct. 6-8538).
Available parts: man, 26, handsome, enthusiastic, Ivy Leaguer;
girl, 21, striking brunette, quick alert; man, 30, zany collegiate type; small man, 38, slight, dissipated; man, 40, short, stout, ladies man; man, 28, pompous, petty-girl, 25, sharp features, shrewish; man, 66, New England philosopher type; man, 60, brawny, gruff; man, 50, tall, thin, distinguished; boy, 19, obnoxious, smark aleck; man, 46, paunchy balding, genial; several women, 40-60, woman's club types. Mail photos and resumes, c/o, above address, preferably through agents.

"Wildeat" (MC). Producers: Michael Kidd & N. Richard Nash (1501 Broadway, N. Y.; Ct. 4-6852).
Available part: romantic ingenue, 22, must sing, Mail photos and resumes to Arthur Rubln, c'o above address. "Whole Darn Shooting Match"

#### OFF-BROADWAY

OFF-BROADWAY

"Behind The Wall" (D). Producer,
Ammon Kabatchnik (c/o Greenwich Mews Theatre, 141 W, 13th
St., N. Y.; CH 3-6800). Available
parts: boy and girl, 15-20; two boys,
10-12; boy, 8-10. Mail photos and
resumes, c/o above address.

"Between Two Thieves" (D). Producer, Warner LeRoy (c/o York
Playhouse, 64th St. & 1st Ave.
N.Y.; TE 8-5188). Part available for
character man, 40-70. Phone above
number for appointment.

number for appointment.
"Captain Jinks of the Horse

"Captain Jinks of the Horse
Marines" (C.) Producer, Scotti
D'Arcy (112 W. 72d St. N.Y., En
2-4800), Available "parts, plump,
bubbly character woman; slender,
Waltan account to the parts of the parts o bubbly character woman; sienuer, sweet, character , Italian accent; elderly matron type; three very bad ballerinas; several bits and extras. Mail photos and resumes, c'o above adlress. Script available at Samuel French Inc. 195. W 45% Ser. N. V.

available at Samuel French Inc. 125 W. 45th St. N. Y.)
"Epitaph for George Dillon" (D). Producers, Edward Hastings, Richard Lipsett & George Morrison 120 W. 10th St. N. Y.; CH 24706). All parts available except Ruth and George Dillon. Mail photos and resumes. c/o Morrison, above address. Scripf available at Drama Book Shop (51 W 52d St. N. Y.).
"King of the Dark Chamber"

Book Shop (51 W: 52d St., N. Y.).

"King of the Dark Chamber"
'D. Producers Van Joyce and Harold Leventhal, in association with Patricia Newhall (c/o Krishna Shah, 58 W. 93d St., N. Y.). Av llable parts; man, ageless, serene, mystic, woman, 20's, beautiful, dynamic, vacillating, egocentric, woman, 20's, attractive; man, old wise; 10 male chorus roles. Mail photos and resumes c/o above address.

address.

"Leave It To Jane" (MC). Producers, Joseph Berhu & Peter Kent (c/o Sheridan Square Theatte, Seventh Ave. & Fourth St. N.Y.; CH 2-9609). Auditions formen and women singers under 21 for ensemble. Call above number for appointment.

must bring cards.
"Squaring The Circle" (C). Producers, Cecil Reddick, Dick Mendelsohn & Harvey L. Bilker (6255)
Rroadway, Riverdale, 71, N. Y.;
director, Reddick, cute, delsonn Broadway, Rivers Broadway, Rivers KI 8-5265; dir Broadway, Rivers Wilable parts:

deisonn & Harvey L. Biker (223)
Broadway, Riverdale 71, N. Y.,
KI 8-5265; director, Reddick,
Available parts; ingenue, cute,
babyish; ingenue, warm, femlnine;
three men, 20's, one over six feet
tall, athletic; one character man;
a few male and femme walk-ons.
Mail photos and resumes, c/o
above address.

"Summer Pygmies" (D). Producer, Richard Mardirosian (P.O.
Box 600, Buffalo 5, N. Y.).
Available parts; youth, 21, lithe,
goodlooking; man, mid-20's, sophisticated; tyrannical woman,
40-45; youth, 18, well-built; girl,
20; frivolous; muscular man, mid20's. Mail photos resumes to Gerard Marchette, c/o above address.

"The Mousetrap" (D). Producer,
Robert D. Feldstein (325 W, 45th
St., N. Y; CI 5-6481, Available
parts; leading lady, mid-20's, attractive; man, 25-30, handsome, arrogant; mian 25-35, wild-looking,
neurotic; woman, 35-45, large, imposing, unpleasant; girl, 20's
severe, straight-forward; man, midposing, unpleasant; girl, 20's severe, straight-forward; man, midsevere straight-forward; man, mid-dleaged, military bearing; ian, middleaged, dark, foreign; man, 20's, cheerful, commonplace, slight cockney accent. All parts call for English accents. Have agent call

English accents. Have agent call Aliss Blum (above number) for interview. Script available at Samuel French, Inc.

"Tiger Rag" (MD). Producers: Drummond Productions (c'o Seymour Krawitz, 50 Central Park West, N. Y. TR 7-7450). Available parts: femme to play age 20-50, good figure, some dancing; man to play 35-55, b.mbling, good-natured, some slapstick; man to play 30-40, some dancing and singing; young man, mid-20's, handsome, dvaamic, some dancing; vadeville young man mid-20's, handsome, dynamic, some dancing, vadeville performing. In genue, mid-20's, bright, sophisticated, must dance and double as 1920's deb and speakeasy girl; character man. 40's, ust double as politician and executive. Apply through agents only, c'o above address.

#### STOCK

Charles Playhouse. Producers. Frank Sugrue & R. J. Calvin (76 Warrenton, St. Boston, Mass.; DE 8-9393). Several parts available for scheduled productions of "A Streetcar Named Desire," "Waiting for Godot," and "Waitz of the Toreadores." Mail photos and resumes, to above address.

"West Side Story" (MD). Producer, Frank Carrington (Paper Mill Playhouse, Millburn, N. J.). Auditions today (Wed.) at 2:30 p.m., for boy and girl dancers who also sing, must have appeared in the show elsewhere. Variety Arts Stu-dios (225 W. 46th St., N. Y.).

#### TOURING

"Andersoville Trial" (D). Producers. Guber, Ford & Gross (25) W. 54th St. N. Y.; CO 5-7034). Available parts; man, 50's, country squire; man, 40's, materialistic; several men. 40-50, judges and understudies. Mail photos and resuitmes. c'o above address. Script, published by Random House, available at bookstores.

"Fiorelle" (MC) Producers

"Florello" (MC) Producers, Knill & Tahse (1860 Broadway, N.Y.; JU 2-7650) Part available for middleaged character man, tust sing. Mail photos and resumes, Root 1108; above adresumes, Root

"My Fair Lady" (MC). Producer, "My Fair Lady" (MC). Producer, Herman Levin (424 Madison Ave., N. Y.: PL 8-2845). Auditions for girl dancers, 5 feet, 6 inches tall, today (Wed.) at 11:30 a.m., at the Mark Hellinger Theatre (Broadway at 51st St., N. Y.).

"Sound of Music" (MD). "Sound of Music" (MD). Producers, Rogers & Hammerstein, Leland Hayward & Richard Hallday (488 Madison Ave., N.Y.). All parts available. Mail photos and resunes, c/o Edward Blum, above address. Script, published by Random House, available at bookstories.

"World of Suzie Wong" (D). Pro-"World of Suzie Wong". (D). Producer, David Merrick (246 W. 44th St, N. Y.); casting director, Michael Shurtleff. Accepting photos and resumes of oriental actors and actresses under 30 c/o casting director at above address.

# SHOWS IN REHEARSAL

BROADWAY

"Becket" (D) Producer; David
Merrick (246 W. 44th St., N. Y.;
LO 3-7520).
"Camale."

Merrick (246 W. 44th St., N. Y.;
LO 3-7320).

"Camelot" (MC). Producers,
Alan Jay Lerner & Frederick
Loewe (120 E. 56th St., N. Y.;
PL 3-6773).

"Face of a Hero" (D). Producer,
Lerster Osterman (55 W. 54th St.,
N.Y.; JU 6-5570).

"Invitation to a March" (C). Producers. Theatre Guild (27 W. 53d
St., N.Y., CO-5-6170). & Leland
Hayward.

"Irma La Douce" (MC). Producer,
David Merrick (246 W. 44th
St., N. Y.; LO 3-7520).

"Taste of Honey" (D). Producer,
David Merrick (246 W. 44th St.,

"Taste of Honey" (D). Producer, David Merrick (246 W. 44th St.,

"Unsinkable Molly Brown" (MC).
Producers, Theatre Guild (27 W. 53d St., N.Y.; CO 5-6170) & Dore Schary

Schary.
"Tenderloin" (MC). Producers,
Robert E. Griffith & Harold S.
Prince (630 Fifth Ave., N. Y.;
JU 2-0600, "Vintage '50" (R). Producer,
David Merrick (246 W. 44th St.,
N. Y.; LO 3-7520).

#### OFF-BROADWAY

"Delightful Season" (MC): Producer. New Enterprises (434 E. 59th St., N.Y.; EL 5-0855).
"Greenwich Village. U.S.A." (R. Producer. Allen Hodshir (400 E. 59th St., N. Y.; PL 9-8518).
"H.M.S. Piniafore" (MC). Producer. T. Edward Hambleton (c'o Phoenix Theatre. 189 Second Ave., N. Y.; Or 4-7150.
"Here Come the Clowns" (D). Producers, Quartet Productions, Kurf Hale & Paula Scott (c'Actors Playhouse. 100 Sevent Ave., N. Y.; OR 5-1036).
"Man and Superman" (C). Producers, Aubrey-Archer Productions (James Forster & Peggy Shields, 12 Seaman Ave., N. Y.).
"The Idiot" (D). Producer, Gate, Repertory Company Gate Theatre,

"The Idiot" (D) Producer: Gate Repertory Company (Gate Theatre, 162 Second Ave., N.Y. OR 4-8796)

## Television

"Naked City" (dramatic series). Producer, Herbert B. Leonard Froducer, Herbert B. Leonard (Screen Gems, 711, Fifth Ave, N. Y., PL 1-4432). Accepting pho-tos and resumes of general male and female dramatic talent by mail only, c/o above address. Appoint-ments will be made for interviews.

ments will be made for interviews.

"Young Adventure" (adventure series). Producer. Petesco Productions (363 Roquette Ave., Floral Park So., L. I., N. Y.; PR 5-2005). Parts available for a teenage boy and girl, all-American type, with knowledge of sports and entertainment, to act as hosts. Mail photos and resumes, 'o above address. Contact will be made for appointment appointment

# **Shows Abroad**

#### Sparrers Can't Sing

Theatre Workshop presentation of a two-act comedy by Stephen Lewis Staged by Joan Littlewood; setting, John Bury, Features Amelia Bayntun, Murray Melvin, Fanny Carby, Sean Lynch, Opened Aug. 24, 60, at the Theatre Royal, Stratford, London, 81 top.

Cranny Mige	Amelia Bayntun Bettina Dickson
Bridget Ing	Betting Diekson
Bridget Jug	Dettina Dickson
rred Jug	Bob Grant
Jimmy	Murray Melvin
Nellie	Barbara Ferris Brian Murphy
Jack Budge	Brian Murphy
Willie Dolly	Grlffith Davies
Lily Dolly	Fanny Carby
Wilkie	Stephen Cato
R.O. Man	Roy Kinnear
Georgie Brimsdown	Sean Lynch
Joe Parker	Frank Coda
Sid	Roy Kinnear i
Charlie Gooding	Maurice Good
Charlie Gooding Magie Gooding	Claire Isbister

Considering the current vogue for slices of low-life; "Sparrers Can't Sing" may perpetuate the Theatre Workshop tradition of thumbing a quick lift to the West End. On arrival, it's likely to conform and provide another hit, even though it lacks plot and structure.

When Cockney Stephen Lewis has done in his first piece of stage writing is, in fact, to provide a ustained crosstalk act involving some dozen characters living in the East End of London. He has captured with astonishing realism the rapid flow of wise-cracking (to use an American word) dialog. His characters are ctraight from the an American word) dialog. His characters are straight from the slummy street corner, and albeit fondly observed and presented in an ever-endearing light, are captured in all their unselfconscious amorality, shrewdness, generosity and likeability.

Trying to sum up precisely what happens on stage is a problem, except to report that there's a welter of expertly coordinated incident. While Fred Jug gallantly and drunkenly tries to shift neighbor

or expertiy coordinated incident. While Fred Jug gallantly and drunkenly tries to shift neighbor Lily Dolly's bed upstairs (a first rate knockabout sequence) lorger Jack Budge grattles on about can-

Jack Blodge prattles on about canaries.

After Granny Miggs has discovered that young Knocker has been stealing things again, she nevertheless gives the itinerant Willie a pair of trousers that she knows hell pawn for a drink. When Budge wins on the nags, the whole street joins him eagerly and uninvited at the local saloon. Nothing in particular develops along the line, not even the one slim thread of a returned jailbird's attempt at reunion with the wife whose head he bashed in. The whole affair, which is described as them at reunion with the wife whose head he bashed in. The whole affair, which is described as being 'in two acts' merely because there happens to be an interval-part-way through, just photographs "The Present, Friday and the first warm day of the year," with often riotous gloss and without any attempt at deep focus.

Joan Littlewood has staged with

warm day of the feet of the process of the process of the feet of

#### Rose Marie

Sgt. Malone	Andy Cole
Emile La Flamme	. James Sharkey
Edward Hawley	John Martin
Wanda	. Gillian Lynne
Black Eagle	Anthony Chinn
Hard-boiled Herman	.Ronnie Stevens
Rose Marie	Stephanie Voss
Jim Kenyon	David Whitfield
Ethel Brander	Rosslie Hadden
Dancers: Pat Burgess, Vi	rginia Courtney.
Natalie Hewlett. Beth	Irving. Johanne
Lee, Isobell's Mileno, Ar	ngela Sparshott.
Brenda Voak, Eric Ho	
Jamelson, Michael Lee, I	
Watch Year Ward	.,

ratch, Leon Ward.
Singers: Pamela Deane, Marie Fidock.
Singers: Pamela Deane, Marie Fidock.
el Gav. Carolyne Gray. Laverne: Gray.
ave Leilie, Alison McGuire. Kizabeth
Gennie. Marik Antony. John Bohea.
fehand. Gray Marie Gorgon
Erdill, John Merchand Gray
athalil, John Orchard, Rex Port, Peter
tott, Tony Stanley.

First staged in London in 1925, with Edith Day, Derek Olrham and Billy Merson, "Rose Marie" has been revived three times and is a regular standby for amateur operatic companies. But the wis-

has suffered from constant ham-

has suffered from constant hammering on the radio. The lyrics now seem naive, the book fairly silly and the humor terrible.

"Rose Marie" may provide nostalgic pleasure for middleaged audiences. Stephanie Voss. sings charmingly and looks attractive. Maggie Fitzgibbon is a lively Lady Jane and Gillian Lynne, as the sinuous half-caste girl, dances well, though her singing is no great shakes. Rosalle Haddon scores in a smallish role.

Director Fréddie Carpenter is less happily served by his actors. Making his debut in musicomedy is top pop singer David Whitfield. He's a good looking lead, but stiff and awkward in his stage movements. Most of the time he sings si freequency.

and awkward in his stage move-ments. Most of the time he sings as if recording or facing a tv camera. Playing Hard-boiled Her-man is Ronnie Stevens. He's clever comedian.

James Sharkey makes a pleasant minor impression as the heroine's brother and John Martin, Andy Cole and Anthony Chinn cope with colorless roles. Audiences geared to the slick American tuners will find the production of "Rose Marie" lacking in pace and vitality, though the dancing and singing gals and boys are lively. "The Totem Dance," the title song and "Friendly Kisses" stand up well from the score, but on the whole this production of "Rose Marie", even as a filler till the Crazy Gang's back in harness again, seems a curious gamble. James Sharkey makes a pleasant

#### The Princess

London, Aug. 24.
Ted Kneeland, in association with E. P.
Clift, by arrangement with Send Manor
Trust, presentation of three-set (nine
scenes) belief-musical, with story and
choreography by Jo. Anna, music and
chrise by Mario Braggiotti, Staged by
Kneeland.: decor and costumes. Roger
Furse: lighting, Michael Northern. Stars
Violette Verdy Pierree Lacotte. Jo Anna,
Copened Aug. 23. 50. at the Strand Theatre. London; \$3.85 top.

Princess Violette Verdy
Princess as little girl Claudia Gravey
Michael Pierre Lacotte
Michael as young boy Terry Gilbert
Tears Jo Anna
Langhter Donne Rae
Laughter Donna Rae Wisdom Selena Fylie
Love Victoria Leigh
Requity Christina Coleman
Self-annoi Keith Reckett
King David Davennert
Love Victoria Leigh Beauty Christina Coleman Self-appoi Keith Beckett King David Davenport Spirit of Prayer Patricia Baird
Spirit of Prayer Patricia Baird Oriental Bird Janet Overton Prince of the East Richard Morris
Prince of the West Pichard Marrie
His Attendants Anna Delany, Jackie
Sands, Eileen Stevens, Sally Webb
Shoemaker Donald McAlpine
Caldan Charles
Bellet With the stevens
Spider Eleen Stevens Ballet Mistress Karen Jensen Chancellor Kenneth Handel
Chancellor Kenneth Hander
Urchins Cherelyn Beswick, Susan Purdie,
Fleur Shaw, Jennifer Preeman
Duenna Audrey Rawlings
Court Dancers Seraphina Lansdown.
Rodney MacDonald, Nicolette
Payne, Barrie Wilkinson
Village Girls and Tear Drops Pat Cassie,
Maureen Connor, Eileen Cropley,
Anna Delany, Joy Fisher, Karen

Maureen Connor. Elleen Cropley,
Anna Delany, Joy Fisher, Raren
Jensen. Setaphina Lansdown,
Jackie Sands, Elleen Stevens,
Caroline Symonds, Sally Webb.
Village Children. Sudon, Sally Webb.
Village Children. Dulin, Diane Kelly
Bakers, Village Boys, etc. Alun Jones,
Donald McAlpine, Rodney Macdomald Richard Mortis, Barrie
John Quayls, Patricia Bentley,
Both Hogan
Singers Frank Davies, Fergus O'Kelly
Bichard Gordon, Colette Bartroph
Gialson, Pauline Greta, Cynthia
Jolly, Denise Paynter, Grahame
Skiedmore, Freda Starlowe Examples
Colorated Soloist John Barvey Frost.

"The, Princess." originally done.

"The Princess," originally done at Palm Beach, Fla., turns out to be an odd mixture of ballet, musicomedy and pantomime. It may not satisfy ballet purists, but should please those who find ballet, mildly entertaining. It's unlikely to have a long run, but is worth seeing for its galety and color and for the personalities of the two of its principals.

It is a fairy tale about a princess who, under a magic spell, loses the ability to smile. A poor young villager is blamed and given a few days to cure her or be beheaded. This artiess little yarn is mostiy played out in ballet, with interpolated songs rendered through loudspeakers from stage boxes. The music is reminiscent of the more lush composers, the lyrics are banal and the singing mediocre.

But "The Princess" scores in

are banal and the singing mediocre.
But "The Princess" scores in
the second act, when the audience
meets an enchanting 12-year-old
ballarina, Claudia Gravey, with
technique and assurance way beyond her years. This moppet assuredly has a big ballet future and
her performance sparks the evening.

operatic companies. But the wisdom of a revival in 1960, even with
some fresh songs and the book
being slightly updated, is questionable. Only the music comes over Gilbert and Keith Beckett fregaily as of old, and even that sponsible for most of the alight

VARIETY humor) are others who help to keep

humor) are others who have a frail evening alive.
Roger Purse's decor and costumes are bright and warm, and Jo Anna's choreography is spirited, without taxing the resources of the denore.

Rich.

# This Property Is

Inis London, Aug. 26.

Arts Theatre Club presentation tin association with Harry Joe Brown & Robert L. Livingston) of two one-act plays. This Property is Condemned, by Tennessee With Zoo Story, by Edward Albee, Staged by Henry Kaplan: decor, Stephen Doncaster, lighting, Richard Filbrew, Opened Aug. 25, 60, at the Arts Theatre, Lord of 18 Property 15 CONDEMNED Tom Ralph Williams The Zoo STORY

Jerry The ZOO STORY

Jerry Feter Sallis Peter Sallis Peter Sallis

These two American one-acters provide an offbeat evening, but the bill is too slight and short for contemplated transfer to the commercial theatre. The curtain raiser is Tenesee Williams "This Property Is Condemned," clearly an early and immature work. It amounts to little more than a short statch a brief encounter in the au-

amounts to little more than a short sketch, a brief encounter in the author's inevitable vein of sex-ridden Southern decay. It's an atmosphere to which Williams has introduced British audiences constantly, perhaps to a point of saturation. "Condemned" is merely a somewhat rambling and inconclusive conversation between a slatternly teenage girl delinquent, pathetically dressed in the handed down finery of her dead tart of a sister, and a simple boy puzzled about human nature, sex and the business of communication.

a simple boy puzzled about numerature, sex and the business of communication.

From the girl's inflamed imagination flows luvid reminiscence of Life with Sister and Her Men Friends. Its "sick" stuff, not well written, and the play owes much to the two youngsters playing the

Friends, It's "sick" stuff, not well written, and the play owes much to the two youngsters playing the roles.

Marica Stillman, as a kind of junior Baby Doll (surely the prototype for the Blanche of "Streetcar"?) gives a drably touching performance as the waif, though her accent sometimes def is clarity, Ralph Williams is just as good in the more straightforward and less vivid role of the perplexed boy.

"The Zoo Story" has had a big success off-Broadway and it reaches Britain at a time when audiences are, through Harold Pinter, Ionesco, N. C. Simpson and others, becoming acclimatized to a form of surrealistic writing, in which the playwright's intention is usually obscure. Albee's play, again a two characted conversation piece, is unevenly written but has force and vitality. It has humor and yet; below the surface, there is a sad philosophy trying to break out. It is one of despair and futility, reiterating the difficulty of communication between human beings. Kenneth Haigh is excellent as the intellectual young beatnik who forces conversation on a white-collar type, minding his own business in the park. Haigh steers the often curious conversation. Equally good is Peter Sallis, who apart from the beginning and the end, has little to do except sit and listen. Henry Kaplan's staging of "The Zoo Story" seems more firm and authoritative than Donald Howarth's somewhat untidy handling of his characters in the Tennessee Williams" piece, Rich.

his characters in the Tennessee of his cha Williams'

## LONDON SHOWS

LONDON SHOWS

(Figures denote opening dates)

Amorous Prawn, Saville (129-38).

Arf of Living, Criterion (6-18-60).

Brides of March. 3t. Martin (7-13-60).

Files of March. 3t. Martin (7-13-60).

Files Aint. Garrick (2-11-60).

Malority of One, Phoesis (3-8-40).

Majority of One, Phoesis (3-8-40).

Maiority of One, Phoesis (3-8-40).

Maiority of One, Phoesis (3-8-40).

Maiority of One, Phoesis (3-8-60).

Mart. Time 7-60.

March. Garrick (1-16-60).

Mart. Time 7-60.

Mart. Mart. Time 7-60.

Mart. Time 7-60

# Shows Out of Town

Eledwin Knill & Martin Tahse, by arrangement with Robert E. Griffith & Harold S. Prince, presentation of tourker productions of the Control o Sam Kirkman Bob Carroll

Young, Operation
Theatre, Detroit,
Announcer
Sam Kirkman
Fiorello
Bob Carrol
Neil
Arthur Barlow
Morris
Henry Lascor
Mrz. Fomenantz
Lucille Blacktor
Mrz. Zappatella
Lee Murra
Dora
Zeme Nort'
Mari
Challette Fairchil
Ben
Rudy Bon
Ed Pelersen
Sam Kum Yausha
Card Player
Sam Kum Ambros
Seedy Man
Leeleren, Martin Ambros
Hecklers
Bob Bernard, Allan Charle
Nina
Nina
Jeanne Roge
Flowd
Georgia Knoeb
Georgia Knoeb Hecklers... Bob Bernard, Allan Charlet,
Keith Wills, Kip Andrews
Find Jeannie Rogers
Sophie G. Georgia Knoebel
Thea Jen Nelson
Georgia Marin
Frankie Scarpini John Perry
Mitzi Rosemary O'Reilly
Reporter Amerin Ambrose
Other Men ip Andrews. Keith Willis
Derby Man Bob Bernard
Derby Man Bob Bernard
Frantic Tom Vaughan
Judge Carter Tom Vaughan
Judge Carter Jen Barton Judith Corbett
Singers: Lyan Barton Judith Corbett
Sheer, Ellise Warner, Martin Ambrose
Feler Costanza Ed Dumont, Michael
Faras, Som Einkham, Henry Leclercy,
Keith Willis, Tom Vaughan.
Jen Ann
Einwick, Judy Jordan, George Knoebel,
Pat Palumbo, Jeannie Rosers, Maribn
Wekerle: Kip Andrews. Bob Bernard
Rob Betker, Allan Chanlet, Dick Prescott.
Chris Scott, Keith Willis.

"Fiorello" is a serviceable but not particularly exciting roadshaw musical. It loses much of its pen-perpot flavor because the highly seasoned and individualistic charseasoned and individualistic char-acter of the late Mayor Fiorello H. Tom Curtiss' Tiptop acter of the late Mayor Fiorello H.
LaGuardia is not projected. Therefore, it becomes just another show
about a politician who assumes the
composite character of a popular
view that most politicians are opportunistic, patriotic, lovable and
need watching.

portunistic: patriotic, lovable and need watching.

Despite being more general than specific, this E. Edwin Knill and Martin Tahse production probably will be moderately successful at hinterland boxoffices. Its Broadway success will be a factor, as will word-of-mouth about this road show. The nearly capacity opening night audience at the 2,700-seat Riviera plainly liked the musical which had just concluded a two-week break-in at Dallas. The competent company benefits immeasureably from the direction of George Abbott, and the scenefy is of a quality and quantity seldom seen on the road.

Bob Carroll strives valiantly but vainly to recreate the image of the redoubtable mayor. At times, he sounds and acts more like James Cagney than the Little Flower. Yet there is enough of the familiar image of a politician in his characterization to keep the audience interested and satisfied.

and "The Name's LaGuardia."

terested and satisfied.
and "The Name's LaGuardia."
The show stopper of this production is "Little\* Tin Box." performed extremely well by Rudy Bond and his wardheelers. Many in the audience may not know the history of New York City's little tin box, but they apparently know all about that kind of "savings bank" and show their appreciation resoundingly. This emphasizes again that the success of this production depends on the broad image of LaGuardia.

The best voice in the company

image of LaGuardia.

The best voice in the company belongs to Jen Nelson as LaGuardia's first wife. Charlotte Fairchild does a capable job of acting the part of the Mayor's secretary, but has difficulty maintaining the pitch of her voice in her singing assignments. Her contributions might be more melodious if her numbers were transposed into a lower register.

Arthur Bartow and Henry Las-

lower register.

Arthur Bartow and Henry Lascoe, as the law assistants, perform creditably. As the lightheaded garment worker, Zeme North shows dancing and comic talent. The ensemble is young, alert and talented. William and Jean Eckart have done a superb job of designing this touring edition. The well executed sets unfold as an accordion-pleat system, and also drop from overhead. They can be expanded or reduced to fit stage conditions. The costumes are colorful and apor reduced to fit stage conditions. The costumes are colorful and appropriate. However, there's much to be done on the lighting, which was very badly mishandled opening night here.

#### World of Suzie Wong

World of Suzie Wong
Chicago, Aug. 19.

Manny Davis presentation thy arrangement with David Merricki of the Joshua Logan production of the iwo act (11 scenes) comedy-drama by Paul Osborn, or the Richard Mason novel. Repet by the Richard Mason Novel Carle Suzie Wong Romi Yamada Robert Carle Suzie Wong Romi Yamada Ah Tong Carle Suzie Wong Romi Yamada Robert Carle Suzie Wong Romi Yamada Wednesday Lulu Debhi Suziel Minnie Ho Ga-Mo Wong Fift Erin Murphey George O'Neill Spencer Davis

The second touring version of "The World of Suzie Wong" is second rate. Mounted in summer stock and then sent on the twofer trail, it has a nondescript cast and trail, it has a nondescript cast and lacks the dazzling stage trappings and water effects that dressed up the original. Subtlety may be too much to expect at two-for-one prices, but Neil Hartley's staging stresses the vulgarity unduly, and in this form, "Suzie" is merely a cearse play.

stresses the vuigarity unousy, and in this form, "Suzie" is merely a coarse play.

Hardly credible even under the best circumstances, Paul Osborn's adaptation of the Richard Mason novel about the pure-of-heart Hong Kong prostitute requires an actress who can convey a sense of innocence behind the "bar flowers" expedient toughness. But. Romi Yamada strikes an in-between attitude that comes out as petulance. The lack of a wistful quality dulls the point of the play. Robert Carle is reasonably convincing as the idealistic artist who falls in love with Suzie, and Joel Thomas' playing of a character role has style that is notable by contrast, Inga Hagborg shows promise in a minor part. Otherwise, it's a drab cast.

# G. J. Nathan Anthology, Entr'Acte to a Biog

Thomas Quinn Curtiss, the fancy byline he uses on the European edition of the N.Y. Herald Tribune, as its drama and film critic and amusement editor, or as Tom Curtiss, when covering legit for VARIETY, has edited an excellent anthology of George Jean Nathan's writings on the world of the theatre. Just as intriguing is Curtiss' own introduction to "The Magie Mirror by George Nathan' (Knopf; \$5).

\$5).

This intro is the shape of things to come in the biography that Curtiss has been assigned to do for Coward-McCann next year, with the authorization and cooperation of Julie Haydon (Mrs. Nathan), widow of the famed drama critic. widow of the famed drama critic, As Curtiss points up, Nathan's dis-cernment of the mediocrity that attended some of the sainted Broadway figures of the early 1900s Gelasco, Augustus Thomas, Clyde Fitch, Charles Klein) had much to Broadway figures of the early 1900s (Belasco, Augustus Thomas, Clyde Fitch, Charles Klein) had much to do with paving the way for American recognition of O'Neill. Saroyan, Maxwell Anderson, Sam Behrman, Tully, Drelser, Cabell, Ernest Boyd, Vincent Lawrence, Arthur Richman, Arthur Miller, George Kelly, Sean O'Casey, Jean Giraudoux, Christopher Fry, and countless European playwrights from Hauptmann to Ludwig Thoma, the Capeks and the Quinteros.

Curtiss has an arresting style while seemingly sympatico to his subject, he is sufficiently detached to report dispassionately on his mercurial attitudes, including the schism that attended Menckén when their American Mercury followed the scintillating Smart Set.

As for the bulk of the Nathan anthology, the bitting, brilliant brand of iconoclastic appraisal is, in many instances, even more to be savored in retrospect.

As Curtiss has organized hi hook, there is more than a smattering of the Nathan style. It starts with "Nathan on Nathan." and the pieces range from an analysis of dramatic criticism to personality. Closeups on players, playwrights and "some theatrical personalities." Among them are some of the brighter barbs as Nathan appraises Belasco, Woollcott, Max Reinhardt, Ziegfeld, censors, and "Eugene O'Neill as a character in fiction."

As seen through the discerning typewriter of Nathan—and the equally discerning editing job by Curtiss—"The Magic Mirror" reflects a vast panorama of the passing show and, in many instances, of the global theatre.

# **Legit Bits**

in the David Merrick production of "The World of Suzie Wong," has returned to New York.

German legit and film actor Al-brecht Schoenhals and his actress-wife Annelise Born sailed on the Hanseatic last week for Dusseldorf after attending their son's wedding in Rochester and spending two weeks in New York seeing the

shows.

William Reardon, playwriting instructor at the State Univ. of Iowa, at Iowa City, has authored a novel due for publication shortly. While he's taking a year's sabbatical from teaching, Howard Stein will

from teaching. Howard Stein will take over the playwriting courses. Tanya Alexander, who resigned recently as secretary to Carl Fisher, general manager for producers. Robert E. Griffith and Harold S. Prince, to go to Germany as an actress, has appeared in an English language production of "The Tunnel of Love" in Frankfort, and is slated to do "Bell, Book and Candle" and "Come Back. Little Sheba." She plans to return to New York soon.

Sheba." She plans to return to New York soon.
Robert Whitehead has temporarily shelved his production of "Look We've Come Through" and has shifted his attention to "Hail the Conquering Hero."
Eric Schepard has joined C. David Hocker and Richard Sett as legit musical talent and property rep at MCA.
Oscar Marienthal is extending

rep at MCA.

Oscar Marienthal is extending the run of "Medium Rare." the musical revue which inagurated his Chicago cabaret-theatre. The Happy Medium, until at least Oct. and possibly for the rest of the sea-

A special performance of "A Midsummer Night's Dream" was given last Monday night (5) at the Stratford (Ont.) Shakespeare Festi-val, with more than 20 under-

stratord (Ont.) Snakespeare restrated, with more than 20 understudies playing principal roles.

Margaret Truman is starring in "Goodbye, My Fancy" this week at the North Jersey Playhouse, Pa-

"Goodbye, My Fancy" this week at the North Jersey Playhouse, Paramus, N. J.

Gene Frankel, director of the Gene Frankel Drama Workshop, N. Y., has resumed his duties at the school following his return from Europe, where he visited the atres under a Ford Foundation grant.

Leila Greenwood, who'll repeat Town of the North Jersey Playhouse, Paramus, N. J.

Merchant of Venice."

Merchant of Venice."

Jersey Merchant of Venice."

Denver, Sept. 6.

Hugh Hooks Entertainments will sponsor the local engagement of the former's novel, opens Sept. 13 "Flower Drum Song" at the Audi-Torlum theatre, for 11 performances, Sept. 27-Oct. 4.

The 2,250-seat house. "Ill be scaled from a \$6.60 top for orchestra seats Saturday and Sunday to grant.

Leila Greenwood, who'll repeat ford-on-Avon.

Actress-singer Mary Mon Toy, on Broadway the role she originor recently toured as Minnie Ho nated in the British production of the David Merrick production of "The Hostage," also designed the World of Suzie Wong," has costumes for the play under the costumes for the play under the name of Margaret Burry.

Producer and former dancer Euroce Healey, touring Scandinavia, England and France, is due back early in October.

Thursdays, as erratumed in last week's issue.

Alexander H. Cohen, whose presentation of "An Evening with Mike Nichols and Elaine May" is due Oct. 8 at the John Golden Theatre, N. Y., has relinquished his option on stage rights to "The Last Days of Lincoln." by Mark Van Doren.

Rea Warg has succeeded George Hamlin as executive director of the New Dramatists Committee. She was formerly with the Equity Library Theatre.

Romi Yamada, title actress in the Manny Davis touring production of

Manny Davis touring production of "The World of Suzie Wong," recently joined Actors Equity under the name Hiromi Yamada.

stream.'

stream."

Don Gemmell nd Reginald Woolley are planning a musical based on the casket scene of "The Merchant of Venice."

"Billy Liar," adapted by Keith Waterhouse and Willis Hall from the former's novel, opens Sept. 13 at the Cambridge Theatre, with Albert Finney as star.

Peter O'Toole has been hospitalized for minor eye surgery. Underlized for minor eye surgery. Under-

tcademy hoyale

# **Art Cantor Has Surgery** After Fracture Setback

Broadway producer-pressagent Arthur Cantor is due for discharge today (Wed.) from the Hospital for Joint Diseases, N.Y., after a week's stay following remedial surgery for a fractured shoulder. This time, the broken bones have been wired and a post-operative paralysis of the right arm has been cured.

cured.

Cantor received the original injury early in July when he was knocked down by a breaker while surf-bathing at Southampton, L.I., where he has a summer home. Injury back early in October.

Cecil Beaton planed from London to New York last Monday (5) to supervise the launching of "Tenderloin," for which he signed the sets and costumes.

Brooks Aklisnon's column in the N.Y. Times, titled "Critic at Large," will be published Tuesdays and Fridays, not Tuesdays and Thursdays, as erratumed in last week's issue.

Jury early in July, when he was nocked down by a breaker while surf-bathing at Southampton, Lil., where he has a summer home. Initially, he was a patient at Southampton Hosiptal for a week. He subsequently returned to work, but had to have additional surgery when complications developed. He's due back on the job next week.

He's due was week.

As a producer. Cantor is currently represented on Broadway by "The Tenth Man," in partnership with Saint Subber, and by the proceed presentations of "The Careacted presentations" of "The Careacted presentations of "The Careacted presentations of "The Careacted presentations" o jected presentations of "The Caretaker," by Harold Pinfer, and "The Lonely Passion of Judith Hearne," by Brian Moore. He's the pressagent for the current "The Miracle Worker" and the scheduled "All the Way Home," "Calculated Risk," and Threatan Horses," whis a numand Thracian Horses," plus a nu ber of television and industrial

#### Continue 'Hit the Deck' A Week at Jones Beach

London Bits
London, Sept. 6.
Benn Levy, author of "The Rape of the Belt." is recovering from a heart attack.
"Pool's Paradise" is Philip King's newest comedy, now nearly finished Henry Kendall will stage it.
Francoise Rosay opens Sept. 21. weke ending: Aug. 25 with the Satat the Vaudeville Theatre in Andrew Rosenthal's "Horses in Midstream."

A Week at Jones Beeach. "Hit the Deck" has been extended through next Sunday (11) at the Deck" has been extended through next Sunday

#### Route 'Drum' to Denver

# **Just Poetic License**

Herman Levin, producer of "My Fair Lady" and a veteran observer of unorthodox exploitation methods, ran across an eye-opener while at Saratoga, N. Y., for the recent racing season, The menu in the Gideon-Putnam Hotel dining room, he noted, carried blurbs for the Spa Theatre, the local strawhat operated by John Muntington. Huntington.

Huntington.

That week's show, "Make a Million," was described as "unabashed hokum," while the billing for the following week's presentation read, "Glamorous and gifted June Havoc in the current hit musical about June and her sister Gypsy Rose Lee, "The Time of the Curkoo." the Cuckoo.'

Levin was puzzled over whether the strawhat pressagent was nerely confused, or possibly figured that the resort's racing conscious patrons wouldn't realize that "The Time of the Cuckoo," by Arthur Laurents, is a drama about a lovelorn American spin-ster's abortive romance during a holiday in Italy. Miss Have and her sister are actually characters in the current Broadway musical, "Gypsy."

# Frisco Workshop

Continued from page 53

come from the general public. But the feeling is that it would be bet-ter not to have to call on the underwriters.

derwiters.
Though Harris, Irving and the company's other directors haven't yet come to a conclusion, the Workshop's other cofounder, Herbert Blau, already is in New York lining up mechanics to interview and hire players for the possible season in Frisco. The reason, said Irving, "Is that if we decide to go ahead we'll have to act very fast."
The Workshop has received editorial support from Frisco's three dailies, and also got an assist from ABC's o-and-o KGO-TV. The station, turned over more than an hour of prime time, 10 to 11:15 p.m. for the appeal. Appearing on the show, in addition to Workshop actors playing brief scenes from several of their shows, were Bob Newhart. Charlton Heston, Steve Allen, Theodore Bikel, Vivien Leigh, Aline MacMahon and Maureen Stapleton. All appealed for funds. The plea netted \$1:200.
In addition, various Frisco clubs have held "benefits" for the Workshop, and Louis Lurie, owner of the Curran Theatre, turned over the net rental, about \$875, for two nights of "Flower Drum Song."
Meantime, "Birthday Party," which started as a weekend show at the Workshop's 140-seat Encore Theatre, has turned into a sellout on a six-nights-a-week basis, and the Workshop will produce the off. Broadway hit, "Threepenny Opera" at its 700-seat Marines reportedly a strong advance sale. The purpose of the Ford grant was to afford the Workshop the nucleus of a full-time professional company which could continue to do the unusual and avant garde plays the company has specialized in from its inception. Among the productions have been "Mother Courage," "Waiting for Godot." Tiger at the Gates. "The Crucible." "The Flowering Peach." "The Entertainer" and John Whitting's "Saint's Day."

#### **New Competition** Continued from page 2

second show," the owner told him. At this spot, according to Jones, the movies are part of a promotion known as the "Mug Club." To join, a customer buys a German beer mug for \$1.25 and thereafter is privileged to come in Tuesday night and consume all the beer he can for \$1, between 7 and 10 p.m., and watch the film.

Some of the bars, reported Jones, don't have regular pic nights, but keep films on hand and run them as crowd-holders whenever the customers seem "ripe." He was told that super-westerns and adventure films go best in the bars. second show," the owner told him.

He was told that super-westerns and adventure films go best in the bars.

A "film supplier" explained to Jones: "It doesn't make much difference because the customers seem to be people who don't go to movies and don't watch tv anyway. The only films they see are the ones they see in the taverns."

However, Frank Mantzke, North-Central. Allied president, after learning of the movie saloons, declared: "As if we didn't have enough 'legitimate' competition! We're in no position to stand even a little more, especially the kind that involves presentation of movies."

Mantzke also pointed out that

Mantzke also pointed out that the bars aren't subject to any of the restricting regulations that theatres must obey and don't have theatre licenses.

# AP CRITIC BILL GLOVER SUCCEEDS MARK BARRON

William Glover, Associated Press reporter-editor who subbed as the syndicate's drama critic during several of the late Mark Barron's illnesses, has succeeded the latter as New York legit reviewer. Barron died Aug. 15.

Besides being news editor of the AP's New York bureau, Glover wrote a Sunday column, "Theatre Week," and did occasional inter-

# Prof. Popkin a Critic

London, Sept. 6.

Henry Popkin, prof at New York
U, has been named New York theatre correspondent for the London
Times. Popkin has been in Europe
for a year on a Fulbright, to study
European drama and returns to
New York this week to start school.

He will write a regular once-weekly theatre piece for the Times, the only London paper to under-take such regular coverage.

# 'Take Me Along'

Continued from page 55

songs by Robert Merrill and book by Joe Stein and Robert Russell, is currently in its 42d week at the Shubert Theatre, N. Y. It's earn-ing an operating profit, but how long it may be able to continue i likely to depend largely on the boxoffice draw performance of Gleason's (and possibly Pidgeon's) successor.

successor.

Incidentally, the billing for "Take Me Along" again gives stager Peter Glenville credit above the title as producer. That's a return to the original setup, Gleason reportedly, having withdrawn his objections on the ground that his contract specified that only he, Pidgeon and Miss Herlie could be billed above the title. Charles Baker, of the William Morris agency, representing both Gleason and Glenville, presumably arranged for the former to withdraw his veto of the British stager's top billing.

#### **FOR SALE** SHUBERT THEATRE

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# Literati

Of & By Newspaper Gals & Guys "Some of My Very Eest" (All Saints Press; \$3.59) is bylined "Jim Bishop: Reporter" which is a proudbilling indeed. Anthology includes some of the best vignettes, culled from Bishop's Hearst-syndicated columns. It is well-organized under 10 categories but his foreword is perhaps the warmets self-introduction and towards the end, in recepping his smash bestsellers and hipps, he still feels that the Mark Hellinger biog was his favorite. N.Y. Post's femme reporter, Gael Greene, has done a bright memoir of her offbeat journalistic probing excursions in the breezy and brightly indited "Don't Come Back Without It" (Simon & Schuster; \$3.75). Since names are the news to her typewriter, this repertorial reprise namedrops the whole samult from Jolie Gabot to Pressey was to manager. Raymond J. Petersen. Richard E. Deems, prez of Hearst Manufer and Joseph R.

news to her typewriter, this reper-torial reprise namedrops the whole gamut from Jolie Gabor to Presley, from Callas' mama to Arthur Mur-ray, from sin to Slenderella. N.Y. Journal-American man-aging editor Paul Schoenstein's

aging entor Paul Schoenstein boy, an ancient born in 1933, pre-suled to do an autobiog and, paradoxically, Ralph Schoenstein's saga of "The Block" (Random House; \$2.95) is an interesting and House; \$2.90) is an interesting and warm recollection of fun on West 78th St., still in an era when it was safe for nice kids from nice families to utilize their. New York City residential street for frolic and the work windless. Abel. not rumbles.

75c 'Act I' Paperback Signet edition of the New Amer-ican Library's 75c paperback re-print of "Act I" will see the author, Moss Hart, on an autographing "circuit" in key New York popbook outlets starting at the 34th St. Woolworth's this (Wed.) morn-

The \$5 hardcover edition (Ran-

The \$5 hardcover edition (Random House), 40 weeks a national bestseller, went over 200,000 copies and Signet's 2-rst print order is 675,000 copies.

There likely will be a supplementary paperback reprint a year or two hence when the Warner Bros. filmization is made with Anthony Quinn probably playing the author-playwright. Joshua Logan will direct from a George Axelrod screenplay. screenplay.

'Stanislavski Method'

'Stanislavski Method'
"The Stanislavski Method," digested by Sonia Moore (Viking,
\$2.95), is a basic guide to the
teachings of the late director of
the Moscow Art Theatre, who died
in 1938. Book attempts to clarify
"method" acting, about which
there continues to be much confuthere continues to be much confu-sion, even among top practitioners. Onus of the cult of "mumblers and scratchers," which has plagued Broadway in recent years, is tem-pered in a preface for this work by Sir John Gielgud, and in a fore-word by Joshua Logan. Former doubts that acting can be taught,



Steve Allen SPEAKS OUT IN

# MARK IT STRIKE IT

AN AUTOBIOGRAPHY

Seve Alien re-travels the road that led him to success as a TV entertainer. Filled with sparkling successes, this is also a self-portrait of the man behind the public image who barns with conviction about today's crucial issues. Photographs.

\$4.95 at bookstores, or from HOLT, RINEHART AND WINSTON, INC. 13 Madioen Ave., New York 17

Petersen Appointed
Succeeding the late Harry M.
Dunlap as publisher of Good
Housekeeping is its advertising
manager. Raymond J. Petersen,
Richard E. Deems, prez of Hearst
Magazines, also named. Joseph R.
Buell Jr. publisher of Popular Mechanics, succeeding G. Harry
Chamberlaine who becomes v.p. for
research & marketing for Hearst
mags. Buell, like Petersen, was ad
manager of his magazine.
Luke J. McCarthy remains
and marketing consultant.

Scully's Crack
Memphis Harry Lee Ward, Hollywood news agent, reports the second hand market in books is doing better than cars. Frank Scully's "Rogues Gallery," originally published 16 years ago at \$2.75, sells now for \$2, and his "Cross My Heart," brought out five years ago for \$5 sells second hand for \$5. Ward wanted to know if Scully wanted to pick them up for a possible resale at a rising market.
Columnist declined with thanks saying he is now trying to sell a new one, "Second Class Hero," a marine story he has worked on 10

marine story he has worked on 10 years, and is not looking for any capital losses at this time.

Duchess of Windsor's Column
The Duchess of Windsor joins
the McCall's staff as a \$28,000-ayear byliner (\$3,000 per monthly
column), the same fee that the
mag's current columnists, Mrs.
Eleanor Roosevelt and Clare Booth

The Duchess starts her stuff—accent on socialites—with the February issue.

'Newsweek's' Brit. Edition

The European edition of Newsweek is being printed in Britain, instead of Amsterdam as hitherto, starting with the Sept. 5 issue. On sale in the U.K. on Tuesday of each week Instead of Wednesday, the publication is larger—com-

each week instead Cr weanesday, the publication is larger—comparable to the U.S. edition.

A new offset printing press was imported from America and set up at Slouph, Buckinghamshire, 20 miles outside London.

Jim Kirkwood's Nove

Actor-son of vet actors Lila Lee and James Kirkwood Sr. has writand James Kirkwood Sr. has writ-ten his first novel, "There Must Be A Pony" which Little Brown has just published. Kirkwood Jr. has utilized a Hollywood background for his yarn. He is currently at work dramatizing it for Broadway, Author-comedian was of the team of Kirkwood & (Lee) Goodman and has played in all mediums.

or Aurkwood & (Lee) Goodman and has played in all mediums. New American Library (Signet Books) has the U. S. paperback rights. Jonathan Cape Ltd. is the British publisher, and the IIK British publisher, and the UK paperback will be under the Pen-guin imprint. Kirkwood has been stalling film bids until the play version.

Hartford's New Mag Huntington Hartford, of the A&P family, quondam legit enter-preneur, philanthropist, etc., is planning a "seven arts" slick

planning a "seven arts" slick monthly mag.
It's in the idea stage and will be printed by the McCall Corp. which is why Herb Mayes, vet editor of McCall's mag (which he so signally projected since leaving Good Housekeeping), may help Hartford on the formative plans.

CHATTER

Walter J. (not David M.) Minton is the overall topper of the Coward-McCann, Putnam and Minton publishing firms, all under interlocking

control.

The saga of the Hotel Adlon, now no more (razed by the Allies in the blitz of Berlin) is told by Hedda Adlon, daughter-in-law of the founder, the late Louis Adlon.

UPI Albany correspondent Fran-

# VARIETY **Book Stocks**

(As of Aug. 30, 1966 closings) Allyn & Bacon (OC) (bid 241/2 Allyn & Bacon (OC) (bid 24½
American Book (AS). 4978
Book of Month (NY). 19½
Conde Nast (NY). 1074
Crowell-Collier (NY). 36½
Groiler (OC). (bid) 3134
Harc't, Brace (OC). (bid) 28½ World Pub (M) ... (bid) 14

OC—Over-the-Counter N.Y.—N.Y. Stock Exchange AS—American Stock Ex. M—Midwest \* Ex-dividend

es. dividend

cis John Doherty Jr. married Alice
Agnes O'Donnell.

Actor Bob Cummings, whose
"perennial youthfulness" has been
the subject of several magazine
features, has done a book on "How
I Stay Vital" which Prentice-Hall
will bring out next January.

Odin Press is a new publishing
house in New York which will
specialize in publications dealing
with "success stories, happiness
and peace of mind." Finn Magnus,
the Norwegian immigrant who became an American captain of industry, is the subject of the first
publication, Mark Hunter's "The
Finn Magnus Story."

"The Art of Ruth Draper" sold
out in a large Toronto bookstore
faster than any other book ever
had on the strength of only one
local review. It was by Robert A.
McSlay, Vantery's Toronto correspondent, who, as Angus McStay,
reviews books for a.m. Globe &
Mail.

California Goy. Edmond G.

reviews books for a.m. Globe & Mail.

California Gov. Edmond G. Brown has appointed Richard Kline, assistant political editor of the Los Angeles Examiner, assistant to the governor's executive secretary, Hale Champion.

John Francis Neylan, former San Francisco reporter, newspaper publisher and longtime attorney for William Randolph Hearst Sr., died in Palo Alto. Cal., Aug. 19. He was 74. Wife and daughter survive.

Michael Barkway is new Ottawa bureau chief of Toronto Star, Canada's largest daily (324,000). He was formerly capital staffer for Financial Post, before that for Saturday Night, and earlier head of BBC's overseas news service, its first Washington correspondent and then its rep in Canada.

John Faber, historian of the Natl. Press Photographers Assn., did the text for "Great Moments In News Photography" which Thomas Nelson's Sons will publish this fall:

Because McCalls publishes the "Miss. America" patterns, editor

Thomas Nelson's Sons will publish this fall:

Because McCalls publishes the "Miss America" patterns, editor Herb Mayes got trapped this weekend as one of the judges of the Atlantic City beauty pageant.

Harry Feldman, lawyer and film critic (for The Freeman) and coauthor of "Dynamics of the Film," has authored "In a Dark Forest" for Nelson. It's the saga of his own fight for mental rehabilitation, Robert Karr McCabe, on leave from the N. Y. World-Telegram & Sun as news editor, married Inger Abrahamsen, whose father is consultant in the N. Y. State Dept. of Mental Hygiene. McCabe will be at Harvard on a Fund for Adult Education-Ford Foundation fellowship grant for Asian studies.

ship grant for Asian studies.
Dr. Maxwell Maltz, plastic surgeon w.k. in show biz, has done a book on "spiritual facelift." which he calls "How To Get More Living Out of Life" for Prentice-Hall publication this November.

#### C. Y. Lee's New 'Script'

San Francisco, Sept. 6.
"Flower Drum Song" author
C.Y. Lee has delivered another manuscript from which
he hopes to collect \$250,000,
if it's accepted.

Lee's script is in the form of a superior court suit in which he demands \$250,000 from the city of San Francisco for fall he suffered on a h fall he suffered on a hill bordering Chinatown. Lee, who just left the hospital, claims the accident resulted from an uneven sidewalk which had cracks and holes, He claims the fall caused a severe sprain of his spine, bruises, severe shock and insevere sprain of his spine, bruises, severe shock and in-juries to his nervous system.

# Olympic Gamés a Top Event

even added the extra moneymakers of charging for looksees at work-outs, and broke the competition days up into fractions (sample: \$4.80 for a top location seat in the morning for heats and time trials, plus \$16 for the same seat in the afternoon for finals and victory ceremonies). Helsinki and Melbourne sold daily seats, and one could come and stay as long as inclination stayed with him.

The Italian gatecrasher, one of the most eel-like in existence and bane of the sports event promoter particularly, was an infrequent Olympic success, if at all. Olympic tickets looked like round trip rail tickets for a touring legit company of old, one part to get through the

of old, one part to get through the

of old, one part to get through the gate, one part to get into the stadium, one part to hold to prove right to that seat. Ushers seated each ticketholder, no waving anyone up a ramp to the next usher and losing control.

CBS-TV almost got its logistics fouled up in its trans-Atlantic jet transport when some spools of crucial videotape were moved on a cargo rather than a regular passenger flight. Stuff lauded in New York well ahead of time but someone had neglected to tell the Paris end of the cargo hazard. There were five racehorses on board and end of the cargo hazard. There were five racehorses on board and the ship's cargo had to go into two weeks quarantine. Only the intervention of an airline exec with customs kept what was to be news

of the day from becoming history. Instituto Nationale Luce, under Instituto Nationale Luce, under Romolo Marcellini, is doing the wide screen version of the games in Eastmancolor 50 ASA film, the filmed documentary version to go filmed documentary version to go into distribution worldwide by Cineriz in early 1961. Marcellini has 24 cameramen and 30 cameras on the wide range of events. Two w.k. Italian maestros, Lavagnino and Trovaioli, will score it.

Theme Songs
The undoubted hero of the Rome

The undoubted hero of the Rome Olympic Games may be unheralded, but hardly misung. He is maestro Domenico Fantini, who leads the famous 102-piece Carabinieri band, and at one point in the ceremonies hooks it to the St. Cecelia choir. Other bands being used in the various stadiums include the Italian Air Force Band, the Guardia di Finanza band, the Public Security band, the Streetcar & Bus Employees band, and the Traffic Police band.

Since a year ago, with the help

Since a year ago, with the help of the International Olympic Com-mittee, masetro Fantini has been of the International Olympic Committee, mastero Fantini has been acquiring one piano copy of the national anthem of each of the 88 potential games' entry countries. From this, he has been arranging the necessary parts for all the band instruments of the Carabinieri as well as the other groups. When in the final days Guatemala and North Borneo dropped out, all the work done on their music was down the drain.

The Olympic Victory Ceremony requires that the national anthem of the gold medal (first place) winner be played when he gets his doodad, and since everybody in a race might fall down except the slowest man who could somehow manage to stumble over, mastero Fantini has to have every eventuality covered.

As a result, he has 102,000 separate sheets of music in his library, much of it music no one will ever hear.

will ever hear.

krary much of it music no one will ever hear.

The famous single-slab obelisk in front of the main stadium here still carries the engraved memoriam: "Mussolini—Duce." Many of the press types recall how he was credited for having made Italy's trains run on time. Jack Hamilton, Boston Globe, cracked: "Too bad he ain't around to do something about Olympic bus schedules."

Nat Fleischer, venerable editor of Ring mag, said his driver coming from the Press House to the Stadium couldn't be sure where to turn in. "I went around with this guy more times than 'Ben-Hur' did with Messala," he said, "but they were inside the stadium."

As any schoolboy knows, Julius Caesar said all Gaul was divided into three parts. If he came back to his old hometown now, he would find it in the same fix. There's the

Caesar said all Gaul was divided into three parts. If he came back to his old hometown now, he would find it in the same fix. There's the Italian state, the Vatican State, and the state of great confusion called the Olympic Village and environs. It takes a passport, or a visa, or identity card, or all three to deal with any of them.

Rome has made a nervous nellie for "With Scissors."

even added the extra moneymakers of charging for looksees at workouts, and broke the competition days up into fractions (sample: \$4.80 for a top location seat in the morning for heats and time trials, plus \$16 for the same seat in the afternoon for finals and victory ceremonies). Helsinki and Melbourne sold daily seats, and one could come and stay as long as inclination stayed with him.

The Italian gatecrasher, one of the most eel-like in existence and bane of the sports event promoter particularly, was an infrequent Olympic success, if at all. Olympic tickets looked like round trip rail tickets for a touring legit company of old, one part to get through the that he stay with sports, and take up the javelin maybe—like in the that he

back.

Angelo Litrico, the Via Sicilia tailor (off Via Veneto), was never caught more offbase in his publicatily guessing when he chose the Venice Film Festival as a stalking grounds for business and ignored the Olympic Games. His grossgirth and odd-figure sartorial emporium got headlines not so many months ago when he rect wiited girth and odd-figure sariorial emporium got headlines not so many months ago when he zoot-suited the world travelling Khrushchev with a couple of models. Littroo was out of town, though, when the U.S. Olympic Team sent up an SOS for outfitting the magnificently muscled if outsized shotputting Negro housewife, Earlene Brown (240 pounds, 46 bust, 48 hips). There were no suitable readymades in the supply room. Brioni's got the job, then Earlene made big type by telling the press she had something in common with the Russian chief. "Nik and me come to Rome to get our duds," she said. This must have made Litrico dive headfirst into the dirtiest Venetian canal as a missed-and-mussed opportunity for another credit.

AP's London hand Eddy Gilmofe

AP's London hand Eddy Gilmore who spent about a dozen years in Moscow, before he could wangle his Russ ballerina wife an escape hatch (which he did), ran into his most frustrating interview experience with hammer-thrower Hal Connolly, who had to knock down the Iron Curtain after Melbourne in 1956 to get his Czech (Olga Fikotova) bride out. Connolly and Gilmore are both trying to find ways to get their mothers-in-law on this side, so Connolly quizzed Gilmore for an hour on what he was doing about it. "I went in for a sports story," said Eddy, "and came out a professor in political AP's London hand Eddy Gilmere came out a professor in political science."

olympic shoppers are a little shocked to see in Italian bookstores that "Mr. Music-Maker, Lawrence Welk" and Carryl Chessman's "The Kid's a Killer" are side by side.

Kid's a Killer" are side by side.

Art Lentz, the all-suffering PR
of the U.S. Olympic Team, contributed his bit to diplomacy by
saying "the girls on the Russian
team look like girls this time."
Rome's USO has been doing a
lively business in tours arranged
by the military elements on the
U.S. team through them.

John Raleigh, of WFIL, Philadelphia, has been having it quite easy
with the Russian team since the
Annenberg interests (of which
WFIL is one) hosted the U.S.USSR dual duel in Philly in July,
1959, and he was deeply involved.
CBS sportscaster Gil Stratton's
easy guide to Russian pronounciation: "Bear down on the next to
last syllable."
Change of pace: Martita Palmer.

Change of pace: Martita Palmer, one of the nuns in "The Nun's Story," plays a real role as recep-tionist for Pan-Am's PR, George

tionist for Pan-Am's PR. George Seabury, and nobody minds if they can't get by her and have to wait with her. Irving Wallace ("The Chapman Report,") is the Rome writer unique. Ignored the Olympics and is immersed in research for "the next book."

next book."

'Sponsored?'
When Chicago's Willye White runs in women's track events, she wears a 'jersey with Cleveland's WJW call letters on it—a gift of Rose Lovelace who did not make the team. Makes WJW the only ether outfit actually in a race, so IOC president Avery Brundage may make them prove their amateur standing.

#### Broadway

Harold M. Goldblatt, w.k. show biz attorney, has joined the old-line firm of Hovell, Clarkson & Klupt as counsel.

Robert K. Shapiro, Paramount Theatre m.d., got a closeup of latest Hollywood product while on the Coast.

Moe Baranco, Queens district manager for Skouras Theatres, convalescing in Mt. Sinal Hospital convalescing in Mt. Simalafter a minor operation.

Benjamin's nerhew, Alan Arthur Benjamin, pre-law student at Wil-liam & Mary, engaged to Carol Joy Levenson, Bryn Mawr Junior.

Leon Leonidoff, senior producer at N.Y. Music Hall, back from talent search in Brazil. He set some 25 artists for an all-Brazil spectacle to be used at the Hall.

Jack - Ward, Radio City Music Ha'l staff organist, will give a re-cital tonight (Wed.) for the pa-tients at the Veterans Administra-tion Hospital, assisted by Eva De

al Bank looking Lunceford (presur Chemical rd (presumably last known ad-Jimmie Lunceford (presumably the bandleader), last known ad-dress c o I. Rosenberg, 50 Church St., N. Y., because it has moneys due him on deposit.

There was a double-fault in the obit on Mrs. George (Margaret) Solotaire, head of the Adelphi (not Acme) ticket agency, and they have only one child, a son, Robert; no daughter, as erratumed

Balloon Nights (\$100 bills and other cash and gift giveaways) back at the Stork, on a twice Sundaynight basis, at 10 p.m. and midnight. Incidentally, Sy Presten is the Billingsley bistro's new p.a.

Russell V. Downing, president of Radio City Music Hall, accompa-nied by his wife, sailed for Europe on a six-week vacation to England, Scotland, Franch, Germany and Austria. The Downings return on Austria. The

Toots Shor has finally found a "home" for his new restaurant—it's that parking lot next to door to "21" on West 52d St., with the upper stories to be a ramped garage, Shor's eatery to occupy the base-ment, street and first floor.

ATPAM presented John Shubert with a lifetime gold membership card in a presentation ceremony last week at the producer's office. Originally Shubert had been hostile to the legit p.a. and managers' union during its formative period.

union during its formative period.

Last week it was Sardi's and
Freedomland (Bronx) which were
heisted over the weekend, and this
past post-Saturday midnight the
treasurer of the Capitol Theatre,
on Broadway, was held up for
\$3.100, the final receipts of the
might

First fall luncheon Sept. 29 at the Hotel Astor of N.Y.'s Cinema Lodge of B'nai B'rith will be a "welcome back" tribute to past president Max E. Youngstein, U.A. v.p., who has been headquartering on the Coast for an extended

Labor Day saw the pickets back at the Stork Club which has long hassled with the waiters and cooks-chefs unions. Boniface Sherman Billingsley recently sued Equity for \$5.000,000 for "interference" cocktailery.

cocktailery.

From Eddie Cantor, in L.A.'s
Cedars of Lebanon hospital for a
checkup: "Doctor says I'm rested
sufficiently to be home by end of
the week. These checkups are
worse than being sick, so if you're
thinking about getting a checkup,
set sick first."

Arpeggio Restaurant on East 52d. Arpeggio Restaurant on East 52d. closed the past two months, has filed a bankruptcy arrangement pertition under Chapter XI. listing liabilities of \$298.087. including secured claims of \$993.73, and assets of \$101.500. Terms of settlement to be submitted.

The newly named Brooks Atkinson Theatre (ne Mansfield), owned by Michael Myerberg and for the past 10 years a CBS playhouse, will be dedicated with an appropri-ate ceremony this (Wed.) afternoon. "Vintage '60" reopens the house to legit Sept. 12.

Ira J. Bilowit leased the base-ment of 17 Washington Place in Greenwich Village, and will re-model it into a 192-seat off-Broad-way theatre. He plans an early American decor to harmonize with the architecture.

wore during his battles to the slictatorship. Miss Davis was high bidder for the headgear at an auction held in nearby Portland for the benefit of the symphony orchestra there.

orchestra there.

Playwright Arthur Kober staying on in Hollywood until mid-September to greet his daughter. Cathy, who's entering Stanford and then ay return to Broadway to work on a new legit musical with Harold J. Rome with whom he wrote "Wish You Were Here."

Kober has been west since spring with receiver. writing tv scripts.

writing tv scripts.

Vaude-nitery mentalist act, Lucille & Eddie Roberts, have bought The Golden Galleon, Mount Kisco, N.Y., long-established gift shop which is operated via absentee ownership when they are on the read as, currently, at Harold's, Reno. The fancy billing of Edwin G. Galllard, owner, is his "long forgotten legal name," says Roberts.

Harbert Shindill, supervisor of

Herbert Shaindlin, supervisor of ambulance service at Grand Cen-tral Hospital, ticketed for speeding trai Hospital, treketed for speeding to a Harlem emergency call—and which has created a police rhubarb—is the son of arranger-composer-conductor Jack Shaindlin. Ted Lewis, the bandleader, recently saluted Shaindlin for his "great thoughtfulness and care" when a patient there. patient there.

Frank M. Folsom, chairman

Frank M. Folsom, chairman of the board of RCA, off to Vienna next week for his third term as the Vatican Ambassador to the Atomic Peace Energy Commission, conclave in the Austrian capital. Folsom and his alternate. Rev. Theodore Hesburgh, president of Notre Dame, both Americans, were designated by the Vatican to represent their interests at this scientific powow. tific powwow.

ltific powwow.

Irving Lesser, onetime managing director of the now defunct Roxy, and Arthur Knorr, its stageshow producer, both attended the "Ice-capades" preem at Madison Sq. Garden last week for professional and personal reasons. The Roxy long featured ice revues as its presentations. Incidentally, both observed "somehow a great institution like the Roxy deserved a better fate than becoming an office building."

Rex.Marshall ty-radio appearage.

Rex Marshall, tv-radio announcer, with his wife and 10 other couples, off to Kitzbunel. Austria, at the invitation of the famed ski resort, for some summer golfing as the tourist bureau is also shilling for popularizing Kitzbuhel as a summer resort and plugging its new golf course. It's a cuffo trip (except for the 11 couples' own fares) extended to a group from the Greenwich Country Club of which the Marshalls are imembers.

Claude C. Philliope appointed a Rex Marshall, tv-radio announcer,

Claude C. Philippe appointed a member of the board of directors of the N.Y. Convention & Visitors Bureau, as announced by Joseph P. Binns, president and chairman. of the organization. doseph P. Burns, production chairman of the organization. Philippe 1s executive consultant to Zeckendorf Hotels Corp. and executive v.p. and g.m. of the Commodore Hotel. He was formerly v.p. in charge of sales and catering at the Waldorf-Astoria of which bisme is v.p. and managing directions. at the waldorf-Astoria of which Binns is v.p. and managing direc-

On the occasion of the centenarican rela-al general in ent, in the name nial of Japanese-American the consul gener tions, the consul general in New York will present, in the name of the Emperor of Japan, the Third Class of the Order of the Rising Sun to Adolph Zukor and David Sarnoft, and the Third Class of the Order of the Sacred Treasurer to Charles Burton Fahs, Director of Humanities of the Rockefeller Foundation. Presentation ceremony at the official residence of the Consul General at Fieldston, River-

# \$12.000.000 Resort

Continued from page 2 with darts, a forest with mischievous menehunes (legendary Hawaiian leprechauns), a Japanese fishing village, a Chinese village, an Indian temple, a sampan trip through a miniature Malaya, with orangutans and tigers, warriors of old Hawaii staging periodic "battles," and a scene of Pitcairn island with HMS Bounty in the harbor and "mutineers" fighting

model it into a 192-seat of 1-Broad-way theatre. He plans an early on deck. American decor to harmonize with the architecture of neighboring Washington Sq. buildings. Bette Davis, leading citizen of Cape Elizabeth, Me, paid \$25 for most in the Haleiwa-Waialua area, al-campaign hat which Fidel Castro from Waikiki.

London

(HYde Park 4561/2/3) Stanley Holloway planed to N.Y. for his Broadway one-man show.

Judy Garland busy writing temoirs. Would call them writing her them "Pin

Alvin S. Bennett, prez of Lib-erty Records, California, here on ty hero, 2, trip, 2 trip, London opening of Universal's Spartacus," at the Metropole, set

London opening of Universal's "Spartacus." at the Metropole, set for Dec. 7.
Gerald Schurmann signed by Herman Cohen to write the score of "Konga."
Agnes Laurent over from France for preem of her British pic, "A French Mistress."

rrench Mistress."
Maurice Winnick held a cock-tailerie at his apartment for Mark Goodson and his wife, Clarence Lewis, Metro's South Coast representative, to retire after 33 years on job.

Variety Club's second annual race meeting brought in around \$56,000, considerably up on last

Producer Peter Rogers tossed a 19th birthday party for Julia Lock-wood on the "No Kidding" lot at Pinewood.

Kenneth More and Susannah Yorke planed to Rheims to join Danielle Darrieux in location work on "The Greengage Summer."

Personalities around town in-clude William Collier, Louis Hay-ward, Bing Crosby, George Cukor, Wolfe Cohen, Sydney Guilaroff and Nicole Maurey.

A. T. L. Watkins, as prexy, will take the chair at the London meeting of the International Federation of Film Producers' Assns., skedded for Oct. 27-28.

#### Paris

By Gene Moskowitz (66 Are. Breteuit, SUF, 5920) Sixty-five film theatres, closed or the summer, reopened this

firstruns French Several

Several firstruns French pix showing with Anglo subtitles to en-tice tourists. There are now 1.641,113 offici-ally declared video sets here with 15,324 in public places. John Huston's "The Unforgiven"

John Huston's "The Unforgiven" (UA) doing neat summer biz and pacing all other newcomers.

Nabe house Basquet-Gaumont had big screen tv showings of Olympic games via the Eidochor method

Video set owners in a recent poll asked for more films, and more direct transmissions of shows from the state houses, the Opera, Opera-Comique and the Comedie-Fran-

caise. Georges Neveux's play, "The Thief of London," will be done by Marie Bell's company rather than by Jean-Louis Barrault at the state Theatre De France as originally planned. Miss Bell will do

state Theatre De France as originally planned. Miss Bell will do it at the Gymnase:
Maurice Chevalier feted his 72nd birthday as "Fanny" (WB) wound here. He stated he would probably give up singing stints and stick to pix to wind his more than 50-year show biz career in glory. He feels he has already proved himself as a singer and now wants to devote himself more to a pic career.

# Frankfurt

By Hazel Guild (24 Rheinstrasse: 776751)

German actor Hannes Messemen German actor Hannes Messemer winning the Grand Prix of the French Academy of the Cinema, as best foreign actor for 1959.

Zurich music publishers Edition CODA signed to handle the Francis-Day & Hunter and Feldman catalogs for Switzerland.

The first television film for the new Second Channel (due to start next January) is being filmed this fall at Munich's Riva Studios.

Rene Deltgen, German film ac-

fall at Munich's Riva Studios.
Rene Deltgen, German film actor, making his debut on German
TV on Nov. 3 when he plays in
the tv film. "The Graveyards."
First self-service record storeopened in West Germany. It's
Marion's Record Boutique, in
Frankfurt, offering 12,000 platters.
O. W. Fischer, five-time winner
of the German Bambi award
(equivalent of the Oscar), given the
Honorary Cross for Art by Austria.

roundary Cross for Art by Austria.
"Mrs. Miniver" is now getting its first release in West Germany through Metro. It was previously not shown in Germany for obvious political reasons.

an SS prison during the last World War.

German actress Maria Schell in German actress Maria Schell in Ireland to film the British pic, "The Mark." She has contracts for three other British films and two further Metro pix. She returns to Germany in 1961 to do a picture for Gottfried Reinhardt.

More time on German television as been devoted to films and lays than to any other form of ntertainment. The German teleentertainment. content the derman tele-vision net, from April 1, 1958 through March 31, 1959, had total of 42,313 minutes of shows, of which 12,215 minutes were de-voted to tele plays and films,

# Majorca

British group exploring possibili-ties of building a casino at Palma. Malcolm Beyer of "21" (N.Y.) house-guesting with the Temple Fieldings.

Fieldings.

Gypsy dancer using name of La Chunga is top dancing hit of Majorca season.

Prince Rainier and Princess Grace arrived on their yacht at Formentera in time to attend a botal gala.

hotel gala.

Gilbert Miller here for a three-week stay on the yacht Lemaire before proceeding to Bordeaux and London and back to U.S. theatrical front.

Despite 15 flights a day from Palma to Barcelona, every place for two weeks ahea is booked in the island's biggest season in his-tory. Not so bad for Iberi, either.

lory. Not so bad for aper, , entier. Hugh and Maggie Williams completing their fourth play at their seaside cottage at Porto Cristo. Williams turned down a new Broadway role to continue work on the play.

#### **Exhib Flexibility** Continued from page 1 :

mer season at its Far Rockaway outlet on Long Island.

No one in either of the circuits concerned believes the practice is about to revolutionize exhibition but they do believe that it points up the kind of "flexibility" in proup the kind of "festibility" in programming necessary these days as motion pictures inevitably inch towards status as a class, as well as mass, medium. Said one exec. "It simply wouldn't go in some areas where you have an audience keyed to the double feature, come what may. The leather jackets would probably start tearing out the seats."

seats."

Century has pulled this switch only in situations which get the middle and upper middle-class audiences who tend to be more discriminating about their film fare. These are the same audiences, exces feel, who might be inclined to stay away from a badly balanced double feature, that is, a program combining a serious, intelligent top pic dualed with an aggressively simpled-minded exploitation or crime meller.

(In addition to this practice, Century also has pioneered in the metropolitan New York area the practice of the 8.40 p.m. starting

metropolitan New York area the practice of the 8.40 p.m. starting time for the top feature Sunday-through-Thursday, another attempt to be "flexible" and make filmgoing more convenient to the discrimination pattern.

filmgoing more convenient to the discriminating patron. This policy is in effect in approximately 80% of the circuit's houses.)

While the dropping-of-the-second-feature-on-Saturday policy is done strictly on an 'irregular' basis, perhaps no more than once or twice a month in individual theories it is particularly excess.

one strictly on an "irregular basis, perhaps no more than once or twice a month in individual theatres, it is particularly convenient to the exhib in this era of two-hour top features, which, in turn, can lead to double, feature programs running close to three hours and a half.

The extra-long film trend already has loosened up the double, feature grip in other areas. It's the policy in a number of American Broadcasting-Paramount Theatres houses that when a top pic runs appreciably over 90 minutes, the house' goes to a single-feature policy backed by shorts. In addition, various AB-PT affiliates have in recent years established "with tion, various AB-PT affillates: have in recent years established "with complete success" single-feature houses in towns, such as Milwau-kee and Detroit which were pre-viously known as double-feature towns only

Meanwhile, the exception which may or may not prove the rule; many drive-ins, instead of cutting ous political reasons.

Much anxiety expressed here about a reportedly anti-German film, "Lebensborn," being made by the Poles and Czechs, concerning a fifth.

# Hollywood

George Jessel to Tel Aviv. Milton R. Rackmil in for studio

huddles. Harold Hecht returned from

Harold Heent returned from month in Europe.

Harris Clayton appointed Metro-TV director of biz affairs.

Frank McCarthy repacted as 20th-Fox public relations head.

Walter Slezak skied out for UI's 'Come September" Rome location

Ted Strauss in from Gotham to ssume 20th story dept. head post.
Phil Minn in from Honolulu to bookings for his Oriental

set bookings to Village. Sol C. Siegel and Bernard Smith returned from tw weeks in Furope to

Cukor to I Europe to Metro's locations scout Lady L

"Lady L"
Ralph Edwards will encee Chl
"Crusade for Mercy" luncheon
Sept. 20.
Luigi Luraschi left for Rome to
join Dino DeLaurentiis as assocate producer.
Vance King pub relations director-manager of Hollywood Museum Associates,
John Wayne starts six-week, 14city p.a. tour for "The Alamo" in

John Wayne starts six-week, 14city p.a. tour for "The Alamo" in
Houston Sept. 12.
Mort Goodman in Boston to direct New England exploitation of
"The House of Usher."
James Fisher named assistant to
Ted Strauss, who becomes 20th Fox
exec story editor Sept. 1.
Metro now owns James Douglas'
contract exclusively, having bought
Hal. Wallis' half interest.

Pearl S. Buck hopped to Tokyo
Pearl S. Buck hopped to Tokyo

Hal Wallis' half interest.
Pearl S. Buck hopped to Tokyo
to produce her novel, "The Big
Wave." for Allied Artists.
Screen Actors Guild and Screen
Extras Guild to hold "polio shot
party." Sept. 15 for members.
Larry Mascott skied to Europe
to set production deals for newly
formed Mascott Productions.
Barry Cahill back from Rome
where he starred in Alexandria
Productions "Then There Were
Three."

Jerry Lewis and Anna Maria Alberghetti will be "king and queen" of Display Assn. of South-ern California ball Sept. 16.

Hal Wallis inked Charles O'Curran to three pix pact as director, deal also calling for him to stage musical numbers in upcoming films.

Charles Schneer-Columbia's "I Aim at the Stars" will be Coast preemed Oct. 2 as benefit for Achievement Rewards for College Scientists Foundation.

# Chicago

(DElaivare 7-4984)
Bill Black, Orchestras Inc. toper, in Bethesda hospital for ulcer.
Hal March doing "The Golden leecing" at Drury Lane for two

Hal March doing "The Golden Fleecing" at Drury Lane for two weeks. Ex-Marine hero Guy Gabaldon in this week to help bally "Hell to Eternity." Vet bookseller Max Siegel sold

his near-northside shop and is now doing biz as an authors agent, Legit producer Alan Carr, vaca-tioning on the Continent, is off to

The Toffenetti dinery on W. Randolph St. added a lounge with a distaff looker assigned to the

kevboard. eyboard. Bob Weiner, who produced the the initialer for the Happy (edium cabaret-theatre, back to

Gotham, Old Orchard Theatre opened on periphery—first

northwest periphery—first new hardtop hereabouts in more than 10 years. Joseph Mack elected prexy of Filmack, trailer and vidfitm pro-ducer, succeeding Irving Mack who

ducer, succeeding Irving Mack who becomes board chairman.

Second City, eggheadish cafe theatre which shut down for two weeks to give its cast a rest, reopened yesterday (Tues.).

Carl Haverlin, Broadcast Music prez, to make convocation address Sunday (It), launching fall term at Lincoln College, Lincoln, Ill. He's a Lincoln Scholar.

Pressagent Jerry Field and Frank Holzfeind, who operated the defunct Blue. Note jazzery, partnered for show biz and commercial public relations, will rep the Cloister, nitery which recently switched to jazz policy.

Don Roth, Blackhawk restaurant topper, pulled out the spot's 40-

Don Roth, Blackhawk, restaurant topper, pulled out the spot's 40-year-old parquet dance floor (to make room for more dining space), sent chunks of it to his press-radio-tv contracts as repress-radio-ty contracts as reminder of yesteryear glories when top bands and tab musicals were billed in the room.

# **OBITUARIES**

WILLIAM F. O'NEIL

william F. O'NEIL
william F. O'NEIL
weekends to bring the pair in. As
weekends to bring the pair in. As
she neared the still, she would call
out, "Bill Jackson, you come down
hean now."
"Now, mama," he would reply,
in the changing broadcasting picture. As one of the modern day
giants of industry who parlayd a
textile mill into 41 diversified
companies and affiliates both in
the U.S. and abroad, O'Neil and
one of his four surviving sons,
Thomas, vice chairman of the
board of General Tire, initially interpled the whole pattern of fea-

weekends to bring the pair in. As

# **LOU CLAYTON**

(Sept. 12, 1950)

You Are Ever With Us

Jimmy - Eddle Louis - Jack - Jules

The broadcasting subsid owns and The broadcasting subsid owns and operates five television and seven adio stations as one of the major. "group holdings" in broadcasters recall how, in the early days of tv. it was O'Neil's General Teleradio that leased a block of 30 RKO films for \$1,350,000, putting them on WOR-TV in New York as "The Million Dollar Movie" cross-the-board, twice a night. It estabcasters recall how, in the early days of tv. it was O'Neil's General days of tv. it was O'Neil's General Teleradio that leased a block of 30 RKO films for \$1.350.000, putting makers of wild animal films. He them on WOR-TV in New York as worked on "The Adventures of "The Million Dollar Movie" cross-the-board, twice a night. It established the stable of the worked on the Adventures of Kathleen" with Kathlyn Williams.

tures into tw under auspices of one business having helmed films for of the major subsidiaries, RKO General. 48 years. Included in his efforts were "Disraeli" and "Old English." were "Distael" and "Old English," both with George Arliss; "The Man from Blankley's" with John Barry-more; "Colleen," "Dangerous," lat-ter with Bette Davis and others. Miss Davis won an Academy Award-for her work in that picture.

With Love and Gratitude We Salute You

# PHILIP LOEB

PRIENDS

out RKO-Radio Pictures (out of which emerged RKO General) and for \$25,000,000 in cash O'Neil pur-chased the Hollywood studio and chased the Hollywood studio and three stress. But O'Neil's venture into station ownership dates back long before that. In 1942 General Tire cquired the Yankee Network Mari Survived by his wife and three sons.

MARIO RIVA
Bonavolonta, 47, cele-

lished pattern in the sale of Pickford's starrers. "Through the major studio backlegs and as a Back Door" and "Little Lord Faunhighly profitable venture not only the for O'Neil but broadcasters in general.

In 1955. General Tire bought out RKO-Radio Pictures (out of which emerged RKO General) and for \$25,000,000 in cash O'Neil purfections.

Survived by his wife and three

IN LOVING REMEMBRANCE

Banana

# BETTIE MacDONALD

"ZIEGFELD GIRL"

AUNT MOLLY JACKSON Mrs. Mary Stames, 80, folksinger

radio chain of New England stations. Later the company got control of Mutual Broadcasting and Riva, died Sept. I in Verona, Italy, the Don Lee radio chain on the Coast, subsequently selling both.

Another son, William, is, owner of radio station WSKP in Miami.

UNT MOLLY JACKSON Son of a Neapolitan composer-musician, Riva came up through professionally as Aunt the entertainment ranks. He served in all facets of the field until his original 'Pistol Packin' success as a comedian, paired with

IN LOVING MEMORY

# Berman Berker

(Sept. 8, 1957)

E, ANNA, ARTHUR

JEAN AND LEW JACOBS LUIS, JILL, GARY AND RANDY

died Sacramento, Cal.,

Sept. 2.

She was born and brought up in the mining area of Clay County, Ky., and mine working conditions led her to tell, through more than 100 folk songs now in the Library of Congress, of conditions in the

The genesis of "Pistol Packin' lama," she said, lay in the still er first husband, Bill Jackson, and his brother operated in the Ken-tucky hills. Aunt Molly, carrying Albert L. (Al) Rockett, 68, film stick silent films.

A pistol for protection, rode out pioneer and most recently v.p. of Before and after World War II

Riccardo Billi in a series of musical tevues. More recently he was a top emcee, notably on RAI-TV's "Il Musichiere."

As a tv emcee Riva was a house-hold companion to viewers. He was noted for his amable manner and ingratiating personality. Many of his expressions have been incorpo-rated into the Italian idiom. His wife and son survive.

AL ROCKETT

Famous Artists agency, died after 30. For years he was supervisor opproduction at First National, wher he and his brother, Ray, personally silent produced the silent versi "Abraham Lincoln" in 1923. ersion of

Prior to becoming a producer in 1914, Rockett for five years was a nickelodeon piano player, where he first tasted the lure of motion pictures pictures. Subsequently, he be-came head of production at FN came head of production at ra-after some wears of producing, and later joined the William Fox stu-dios as a producer. He turned out, such films "Hoopla," "All Men Are Enemies," "Such Women Are

Are Enemies," "Such Women Are Dangerous" and "Lottery Lover." In July, 1942, Rockett checked into Famous Artists and was instrumental in the discovery of such players as Ann Blyth, Dana Wynter and Joan Collins.

Surviving are his wife, Laura (Lottie), and son, Norman, in 20th-fox production.

GINO A. BALDINI
Gino A. Baldini, 71, retired concert manager and a former director of New York City's musical
activities, died Aug. 18 in Madison, N.J., after a long illness.
Before his retirement 14 years

Before his retirement 14 years ago he had been a representative of many leading personalities in the concert field, including Sir Thomas Beecham, Bruno Walter and John Barbirolli. He was arsistant manager of the old New York Symphony Orchestra which merged with the New York Philiphony of the State of th

York Symphony Orchestra which merged with the New York Philharmonic in 1928, and of the St. Louis Symphony.

In the 1930s, Baldini was director of musical activities for the N.Y. State Department of Education and director of the concert division of the N.Y. City Welfare Department's Works Division. From 1942-46, he was director of the concert division of the United Service Organizations Camp Shows. Service Organizations Camp Shows which provided concerts for U.S. armed forces overseas.

Two sons, two daughters and a brother survive.

#### MARGARITA de WALLENDA

MARGARITA de WALLENDA
Margarita Caudillo de Wallenda,
28, trapeze artist, died Aug. 26 in
Mexico City as result of injuries
suffered from a 38-foot fall eight
months ago while performing with
her husband at the Imperial Circus. Hospitalized since last December, she had also fractured both
less

Part of the "Intrepid Wallen-Part of the "Intrepid Wallendas" she came to Mexico from the Ringling Bros., Barnum & Bailey Circus. During a Mexican tour of the Ringling circus the Wallendas were signed by circus Impresario Andres Atayde.

Surviving, besides her husband, are her father (director of the Imperial Circus orchestra) and two sisters, also circus performers.

## MARK HAMBOURG

MARK HAMBOURG
Mark Hambourg, 81, concert planist, died Aug. 27 in Cambridge,
Eng. He was a 10-year-old prodigy
in Russia when he was brought to
England. He then went to Viennato study under Leschetizky. He toured Australia, made his first

to study under Leschetizky. He toured Australia made his first visit to America in 1898 and later toured South Africa. In 1950 he celebrated his London diamond jubilee appearance with his 500th public recital Hambourg was a master of Chopin and Beethoven music and during his long, colorful career he played in saloons, at Covent Garden, the Palladium and in early talkies. He saloons, at Covent Garden, the Palladium and in early talkies. He also published his reminiscences, "From Piano to Forte."

BILL FOREST

Bill Forest, 39, actor who was locationing in Tokyo with indie production of "Karate, Hand of Death," died there Aug. 7 from a complication of kidney disease and heart failure. A hulking man of 6'4" and 325 pounds, the Chicagoborn New Yorker was brought to Japan to essay the role of the heavy. On location the day before his death, he complained of feeling dizty He was excused from work and was later rushed to a hospital. and was later rushed to a hospital.

Forest had many credits on ty, stage and radio as, a character actor. After World War II, he toured Europe with Shakespearean troupe for the U.S. O.

#### FERNAND RIVERS

Fernand Rivers, 78, pioneer French film producer, distributor and director, died last week in Nice, France, Originally an actor,

Rivers produced and directed such pictures as "Camille," "The Master of the Forges," "Cyrano de Bergerac" and Jean-Paul Sartre's "The Red Gloves." For the last nine years he distributed films and also repped Republic until the lat-ter firm's demise.

Surviving are his wife several children.

JACK M. WINER

Jack M. Winer, 53, president of
Capehart Corp, and long active in
the electronics field, died of a
heart attack Aug, 30 at the company's plant in Richmond Hill, LL.
He had headed the organization
and its predecessors since its inception in 1934. Capehart manufactures stereophonic high fidelity
radio-phonographs, tv sets and reradio-phonographs, ty sets and re lated products.

Surviving are his third wife, two sons, two daughters and two brothers. One brother, Julius Winer, is Capehart v.p. in charge of the Government and industrial di-

WILLIAM LEWIN
William Lewin, 71, specialist in
audio-visual educational methods,
died Aug. 24 in Summit, N.J.

A teacher in the Newark, N.J. A teacher in the Newark, N.J., public school system for 44 years, he was founder of the periodicals "Audio-Visual Guide" and "Photoplay Studies." In 1929, Lewin organized an educational sound-film unit for Western Electric Co. Several years ago, as educational director of Freedom Train, he produced a series of film strips for "The Reader's Digest," called "Our Apperium Horitors" American Heritage

His wife, son, two daughters, mother, brother and sister survive.

#### JACK D. TARCHER

Jack D. Tarcher, 64, a v.p. Doyle, Dane, Bernbach Inc., ad Boyle, Bane, Bernbach Inc., adver-tising agency, died Sept. 5 in New York. He was president of his own agency until it merged with Cecil & Presbrey in 1952 and became its senior v.p. Two years later, he joined the Biow Agency. With Biow's dissolution, Tarcher

With Biow's dissolution, Tarcher became associated with Lennen & Newell as senior v.p. and management account supervisor and was there until he joined DDB.

Survived by his wife, son and two daughters and three grand-children.

#### HUGH McGIBENY

Hugh McGibeny, 94, retired vio-li ist, former concertmaster of the first Indianapolis Symphony and organizer of the predecessor of the present Butler U. Symphony Orchestra, Indianapolis, died re-cently at his daughter's home in Fox River Grove [1]

are all other members of the once famous band of travelling musi-cians known as the "McGibeny Family" (The Largest Musical Family in the World"). His daugh-ter is Mrs. Charles G. Dawes Jr.

RICHARD RANIER

Richard Ranier, 71, veteran stage actor, died in West Los Angeles Aug. 25 of arthritis. He started his theatrical career in San Francisco about 50 years ago.

Most of his career was spent on procedure with the second with

Anost of his career was spent on Broadway where he appeared with Walker Whiteside, Margaret An-gli, Otis Skinner and others. He was on the vaude circuits with George Kelly's one-act plays. He also toured in Europe with Willette Kershaw's stock company.

Arthur E. Cruttenden, 41, acvertising agency in Chicago, died Aug. 28 in Barrington, Ill. Wife, four children and mother survive

Eric Burroughs, veteran actor, died recently in New York. His last Broadway appearance was in "Mrs. Patterson." His most recent ast Broadway appearance 'Mrs. Patterson." His most recen film was "Odds Against Tomor

Wife, of Gene King, program manager of WCBS-Radio died Aug. 26 in Cape Cod, Mass. She is sur-vived also by a son and two

Wife, 67, of the late Samuel Trinz, early motion picture exhibi-tor in Chicago, died Sept. 1 in Miami Beach. Survivors include

Mother of Pat Stanley, featured ie first appeared in early slap dancer-comedienne in the Broad-tick silent films.

Before and after World War II Aug. 21 in Cincinnati.

## **MARRIAGES**

Sally Judd to John Gilpin, London, Aug. 27. He's a dancer in the Festival Ballet company, she is also a member of the company.

Rosemary Giles to Bobbie Wood-man, London, Aug. 29. Bride is a tv actress; he's a drummer.

Constance Swedlin to Ed Sultan, Rockville Centre, New York, Sept. 4. He's a production assistant at CBS-TV.

Lily Tugender to Eli Arenberg, Levittown, E. I., Aug. 28. He's bid-ding supervisor in the Columbia Pictures homeoffice sales departmenf

Rosemary Clark to Claude Rains, recently, West Chester, Pa. He's

Joan Peat to Roy James, Enfield, Eng., Aug. 27. He's a banjoist with Acker Bilk's band.

Joan White to David Bilk, London, Aug. 27. He is brother and manager of bandleader Acker Bilk, Kristina Bjarstorp to Peter Blannin, Malmo, Sweden, Aug. 28. He is the bass player in Humphrey Lyttaltor; band Lyttelton's band

Lyttelton's band.
Anne Wilcox to Peter ForbesRobertson, London, Sept 1. He
is Peter Wayne, the actor.
Gillian Tomson to Michael Dawson, London, Sept. 2. Bride is in

Gillan tomson to Michael Dawson, London, Sept. 2. Bride is in BBC's Northern Region publicity department; he's with the BBC's London news department.

Nicole Milinair to the Duke of Bedford, Amthhill, Bedfordshire, England, Sept. 4. Bride is a French warredner long associated with

England, Sept. 4. Bride is a French ty producer, long associated with Sheldon Reynolds Productions in Paris, London and the U.S.; he is nonpro although, technically, his 35c-a-head admish to Woburn Abbey, the family mansion, gives him

bey, the family mansion, gives him semipro show biz status.

Anita Sterling to Eddie Dano, Philadelphia, Sept. 4. He's a cafe vocalist and film player.

Mary Louise Merritt to Leon Bennett, Albuquerque, Aug. 15. He's news editor of KOAT-TV in that city.

that city.

Dolly Roberts to Milt Ledet, Albuquerque, Aug. 26. Bride is traffic manager of KOATTV; he's sales manager of KABQ radio, both

## **BIRTHS**

Mr. and Mrs. Gail Smith, son, Detroit, Aug. 24. Mother is actress Barbara Whiting; father's tv head for General Motors.
Mr. and Mrs. Alex Davion, daughter, Hollywood, Aug. 24. Mother is actress Ellen Christo-

Mother is actress Ellepher; father's an actor.
Mr. and Mrs. Mo

pher; father's an actor.
Mr. and Mis. Mo Rothman,
daughter, Sept. 5, New York.
Father is exec v.p. of Columbia
Pictures International.
Dr. and Mrs. John KinrossWright, daughter. Houston, recently. Mother is former tv femcee Joy
Mladenka.

Mladenka.

Mr. and Mrs. Bill Roddy, son,
San Francisco, Aug. 30. Father is
news editor for KNBC, San Fran-

cisco.

Mr. and Mrs. Martin Leichter,
son, Forest Hills, New York, Aug.
30. Father is sludio manager of
Gold Medal Studios in the Bronx.
Mr. and Mrs. Budd Arthur,

Gold Medal Studios in the Bronx.
Mr. and Mrs. Budd Arthur,
daughter, New York, Aug. 11. Father is a writer. grandfather is
writer Burt Arthur.
Mr. and Mrs. Gene Plotniek,
son. New York, Aug. 26. Father is
publicity director of Screen Gems.
Mr. and Mrs. Peter Evans,
daughter, Dulwich, Eng., Aug. 24.
Father is U.K.'s Daily Express
show biz reporter.
Mr. and Mrs. Clem Radcliffe,
daugher, London, Aug. 28. Father
is one of the Four Jones Boys
singing act.

is one of the Four Jones Boys singing act.
Mr. and Mrs. B. Calvin Jones, daughter, Houston, recently. Fa-ther is with KHOU-TV in that

eity.
Mr. and Mrs. Alfred Burke, twin son and daughter. London, Sept.
1. Parents, who had twins in 1957, are both performers, mother being

are both performers, mother being actress Barbara Burke.
Mr. and Mrs. George Dahlstrom, daughter, New York City, Aug. 29. Father is chief carpenter at N.Y. Rivoli Theatre.
Mr. and Mrs. Steven Seligman, daughter, Aug. 31. New York.

Rivoli Theatre.

Mr. and Mrs. Steven Seligman, daughter, Aug. 31. New York. Father is supervisor of film editing at CBS.

Mr. and Mrs. James Preston, daughter, Sept. 4. New York. Mother is actress Winifred Ainslee; father is company manager for Marcel Marceau.

Mr. and Mrs. Lindsay Crosby, son, Sept. 4. Hollywood. He is the youngest of Bing Crosby's four sons by the late Dixie Lee. Father is also a singer; mother is the former Barbara Frederickson, showgirl.

# Who painted this picture?



Pollack Motherwell Picasso Kline Youngerman Rothko

None of the gentlemen above painted the picture. It is, instead, the work of an artist who has often delighted TV audiences not only with his facile brushes, but with his quick wit and ready smile as well.

His name is Congo, and millions of people have visited him at his studio/home, which (because he's a chimpanzee), is in the London Zoo-from whence Granada TV telecasts one of England's most popular series.

Granada TV Network keeps a full-time unit at the Zoo, with the result that its current Animal Story and Zoo Time programs are full of unexpected treats. The series has received much recognition. One film in the group, Table Manners, won a first prize at the Venice Film Festival.

A number of these films, incidentally, are now available to customers. For details, write to: **GRANADA TV NETWORK, ENGLAND** 

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64 PAGES

# GREENWICH VILLAGE'S NEW LOOK

# Miami Beach Eyes Vegas' Technique To Lure Back Glamor and Spenders

Miami Beach, Sept. 13.

The problem this year in this resort is how to revive business. After last year's season when the floating population was heavy, but spenders were at a minimum, the resort leaders are decrying the selling methods being used to further the interest of this city. The almost universal cry is now to sell glamor and downbeat the cent on prices and rates.

Since the stress went on prices

ent on prices and rates.

Since the stress went on prices and the American plan where some of the leading hotels advertised low rates which included meals, it's argued that Florida has become a bargain basement vacation spot from which the monied elements are shying away. It's contended that one good spender can easily replace five or six of the bargain raters. The problem is now to get that breed of customer returning to the city.

Exhibition bodder a audience at BBC's T vision Theatre, London, and some of his American spar partners, including his 17-year bargain basement vacation spot from which the monied elements are shying away. It's contended that one good spender can easily replace five or six of the bargain raters. The problem is now to get that breed of customer returning to the city.

Belafonte at BBC's T exhibition before an audience at BBC's T vision Theatre, London, and some of his American spar partners, including his 17-year part

to the city.

The weapon that's being talked about is glamor, and then let the vacationers be surprised at reasonable rates once they get down here. This way, it's declared, Miami Beach can maintain its standing as a class vacation spot, which it's in danger of losing. The idea now being propagated is to entice celebrities even if they have to cuff vacations, stress the elegance of the Florida style of living, spot-light the great names of the entertainment world that congregate here and point out the wide range of activity from niteries to deep-sea fishing.

It's been noted that Florida has

It's been noted that Florida has lost such to Las Vegas, for ex-(Continued on page 61)

# Mexico City Hotel Chain Acquires St. Regis, N.Y. Mgmt. From Zeckendorf

Mgmt. From Zeckendorf
A few months after Webb & Knapp and its vicechairman, Col. Serge Obolensky, bought the Hotel St. Regis. New York, for \$14.000-000, it has been sold by William Zeckendorf's resity company to a Mexican outfit, the Balsa Hotels Inc. which operates four hostelries in Mexico City and five in Acapulco and has a 10th hotel slated for 1961 unveiling in Mexico City. Cesar Balsa, head of the below-the-Rio Grande chain, thus reverses the flow of U.S. capital to Latin America by investing in American realty and hotel holdings. Reportedly the deal calls for over \$15-500,000 and is another step in the consolidation of Webb & Knapp's cash postion which has seen it lowing out of a proposed Rockfeller Center hotel construction, sale of the Roxy Theatre, etc.
Balsa and Zeckendorf state that their deal is part of a "longrange working arrangement" and while it does not mean that Webb & Knapp (Continued on page 62).

# Floyd Patterson To **Get BBC-TV Showcase**

London, Sept. 13.

BBC-TV has grabbed world heavyweight champ Floyd Patterson for a live program on Monday, Sept. 26. Patterson will give an exhibition bout of several rounds before an audience at BBC's Television Theatre, London, and use some of his American sparring partners, including his 17-year-old brother Raymond.

Web hasn't yet finally set the time and length of the program, which will include an interview with the Johansson vanquisher.

# **'Black Culture'** Up Japan B.O.

Tokyo. Sept. 13.

The wave of interest in Japan in Negroes and influences and off-shoots of the "black culture" is crossing all media here.

Jazz is enjoying a boomlet with

Jazz is enjoying a boomlet with such generic terms as "funky" carrying over Into fashion designing. Current craze is a black winkie" doll which is a selloutitem. Harry Belafonte's recent concert tour here was boff and "Orfeu Negro" is enjoying an extended roadshow run at this city's Yurakuza house which will last about seven weeks. The Mills Bros. are currently touring Japan and "Jazz on a Summer's Day," heavy with Negro musicians, is getting a good Negro musicians, is getting a good

play.

Playing it close to the vest, Warners' bally on "Sgt. Rutledge" gave hefty nod to name of director John (Continued on page 15)

## Tankers Into Showboats To Cruise Dollar Areas By ERNIE PLAYER

London, Sept. 13.
Thar's oil in them thar surplus seagoing tankers, according to one C. Howard Thomas of the Devon town of Torquay, who's got a scheme to get hold of 23 such ships and convert them into showboats. Inasmuch as he reckons one prime virtue of his notion is that it's a potential dollar-earner, Thomas has written to Prime Minister Harold Macmillan seeking Government aid. London, Sept. 13.

Thomas—not incidentally, the same as the Howard Thomas of the (Continued on page 62)

# **BUT ZEN HASN'T**

By MIKE GROSS

N.Y.' Greenwich Village is a paradox. It's the home of the beatnik and the bourgeois, the hick beatnik and the bourgeois, the hick and the hipster, the poet and the panhandler, the student and the stripper. And although many diendrad Villagers would like it to be a residential retreat, it ranks close to the Main Stem, about 40 blocks north, as the city's top attraction for out-of-towners as well as the subway sports from Brooklyn and The Bronx.

subway sports from Brooklyn and The Bronx.

The face of the Village is changing, though, and many of the proprieters of the saloons and stripperies have a get-it-while-it's-there attitude because it may not be there for long. Hanging over almost everybody is the big iron demolition ball that knocks down the quaint and puts up the quixotic. The bohemians are moving east, Eddie Condon moved north, and Louie's saloon and the adjacent Circle-in-the-Square Theatre on Sheridan Square have been flattened (and moved to new locations) to make way for a new apartment house.

Across the Square, the tenants of

Across the Square, the tenants of an old building are protesting its demolition with such signs in their windows as "Save The Village" and "God Bless Our Home." Similar wars are being waged all over the Village in a last ditch effort to preserve the icebox and forestall the air-conditioner.

to preserve the icebox and forestall the air-conditioner.

A look at 6th Ave, whose square handle is Avenue of the Americas, between 8th St., the heart of the Village, and 14th St., shows that it's a losing battle. The apartment houses going up there look as much like the Village as the Left Bank.

(Continued on page 48)

# British Com'l TV's 10,000,000 Homes

London, Sept. 13.

Number of homes now able to receive commercial tv in Britain has topped the 10,000,000. According to Television Audience Measurement Ltd., the figure of 10,008,000 was hit in the week ended Sept. 4, this not including the number of households where only BBC-TV can be captured. And the number of individual viewers living in "commercial" homes in the Sept. 4 week was 23,700,000, says TAM.

TAM also calculates that, on average, more than four new able-to-see-commercial homes have been added every minute to the opening-night figure of 190,000 on Sept. 22, 1955, when the first independent Television Authority transmitter started working at Croydon. London, Sept. 13.

Croydon.

# Seven Arts' \$30,000,000 Stake in Pix; Already in TV, Eyeing B'way 'GWTW'

# Sonja Henie Franchises **Ice-Skating Schools**

Sonja Henle is going into the leeskating instruction field as the blades counterpart of Fred Astaire and Arthur Murray. Miss Henie has franchised an instruction studio in New York with Peter Carver as the franchise holder. A studio has been started in the Paramount Hotel.

Carver who is a designer and

Carver, who is a designer and builder of ice rinks, may also take franchises in other towns as well.

# **Donna Clobbered** Gotham Show Biz; Fire Is. Exodus

Donna clobbered show business in Greater New York and up and down the Atlantic Seaboard. It ripped out segments of Atlantic City's Steel and Million Dollar piers, and disrupted communications and commutation.

Those who came into midtown Manhattan went home early as the record five-inch downpour continued unabated. Gotham was a deserted village on its social aspects with restaurants more than half-full, film and legit business off. There were plenty of cancellations in the niteries and beaucoup no-shows at the legits,

Donna brought in "Exodus" before Otto Preminger. The tropical terror, which had been working its way up the eastern part of the U, S. coast for the past week, usued an alert at Fire Island, N. Y.'s show biz beach playground. after midnight Sunday (11) that (Continued on page 15)

# Kukla & Ollie to Play B'way In Room at Astor

The Hotel Astor will house a puppet show, perhaps for the first time as a regular operation on time as a regular operation on Broadway, under the aegis of Burr Tillstrom: Press conference this (Wed.) noon in the Zeckendorf hotel's Emerald Room of the Astor will spell out the details. It is presumed that the Kuklapolitans Puppeteers (Tillstrom's operation will be located in that mezzanine room (opposite the Astor's famed Hunt Room). The Emerald Room has had a spotty career with a shifting cocktailery and dansapation policy.

Major problem will be to get (Continued on page 54)

(Continued on page 54)

Seven Arts Productions Ltd., the David B. Stillman-Lou Cheeler-Eliot Hyman Canadian corporation which has blueprinted a wide range which has blueprinted a wide range of activities in the entertainment field, plans to offer stock inducements to top-rated actors and directors to become members of the company's "family." Those who join the Seven Arts setup—Stillman figures that only about 25 personalities currently "meet the test" of eligibility — will be involved mainly in the firm's feature production ventures, but will participate in the overall success of the company and not merely in individual pictures.

As outlined Monday (12) by

the company and not merely in Individual pictures.

As outlined Monday (12) by Stillman, Seven Arts prexy, the company, associated with \$30,000,000 in feature production, representing 13 to 15 pictures to be completed between now and the end of 1961, will also be actively engaged in the distribution of features to television, the production of legit plays, the record business, and real estate, the latter involving a large investment in the development of resort areas in the Bahamas off the coast of Florida. The Seven Arts television distribution organization, Seven Arts Associated, has a lready been formed and is in the process of marketing the 122 post-1949 Warner Bros. pictures it recently acquired. The pix, according to (Continued on page 15)

# John Kennedy Getting **Everything But Guitar Lessons From Voice Aide**

Lessons from voice Aide
Boston, Sept. 13.

A Presidential camgaign is
tougher on the larynx than a singer
doing three shows a day, especially
when the candidate is making
speeches six or seven times a day.
So says Sen. John F. Kennedy's
voice man, former opera singer
David Blair McClosky, whose job
it is to see that the vocal chords
of the Democratic nominee hold up
during the grueling campaign
days.

days.

McClosky, an associate prof of speech at Boston U., is days.

McClosky, an associate prof of voice and speech at Boston U., is traveling with the Senator helping thin "relax his voice, breathe properly and use a little exercise," he said. "It has nothing to do with his speaking technique. I'm trying to keep his voice from hecoming tired and to withstand the gaff of what is really the most grueling job anywhere."

The voice expert likens the training of Kennedy's voice to that of a singer. "Only I've found that a Presidential campaign is three times as tough as any show biz singer doing three shows a day."

McClosky is using techniques used by pop and opera singers in relaxing Kennedy's pipes.

# **Camel Race Hoopla a Tourist Jackpot** For Promotion-Minded Virginia City

Virginia City, Nev., Sept. 13. What may with complete assur What may with complete assur-ance be cluracterized as one of the-most radiantly surcessful promo-tion stunts in the history of west-ern journalism for a day turned this remote ghost town into a screaming bedlam of free-spending tourists, blocked Nevada highways for miles and brought out a crowd of spectators of dimensions un-equalled since bonarza times of the mining seventies.

vention and tradeshow facilities—
for miles and brought out a crowd
of spectators of dimensions unequalled since bonanza times of the
mining seventies.

The occasion was an elaborately
nounted frontier festival centering
around a climactic camel race
dreamed up by the San Francisco
Chronicle. Camel racing on the
Comstock Lode did in fact have a
precedent in Civil War days when,
as beasts of desert burden, they
were imported to the United States
and were employed carrying salt
across the Nevada wastelands. As
an actuality, however, no camels
had been raced in this town's historic C Street, so far as the record
shows, since 1864 when frenzled
miners bet stacks of double-eagles
on such a contest. Since that time
camels in Nevada have been fairly
mythological, although there still
exists an ordinance on the municipal books of Carson City forbidding
them entry within the city limits
by davlight. They scared the horses
too much.

The camel legend, in recent

The camel legend, in recent years, has been a specialized field of fun with Robert Richards: managing editor of The Territorial Enterprise, the Virginia City weekly still published for a national readership of Old West afficionades and in the 1860s the literary birthplace of Mark Twain. Since Clemus Continued on page 620. ·Continued on page 62)

# London News' Harman, 69, Retiring After 53 Years

# Chi's New Expo Centre Eyes \$250-Mil. Conv. Biz

Chicago, Sept. 13.
There's plenty of dollars going into the multi-city race to come up with the mostest in the way of convention and tradeshow facilities—evidenced by the New York Coliman of the new york Coliman of the new york owns in Los

Impact of McCormick Place and the additional hostel space isn't lost on the town's entertainment sectors, which statistically receive together with sports events—nearly 10% of every convention buck, with niteries plucking the largest slice of that.

# Shades of World's Fair! Brussels Now Back To Normal—Meaning NSG By WOLFE KAUFMAN

Brussels, Sept. 13.

Retiring After 53 Years

London, Sept. 13.

Veteran film critic and columnist Arthur Jympson Harman of the London Evening News is to retire at the end of October, following 53 years with the sheet. The 69-year-old Harman, doyen of British film critics, joined the paper as an office boy and started the tirst regular film feature in Britain's national press in 1912. He was appointed film critic in 1921.

Though he never visited Hollywood he was on close terms with most American film stars. He told Variety: "I'm seeking a change of air and writing, believing that nearly 9,000 films is enough for any man to be called upon, to review." He's settling in Cornwall and hopes to occupy himself with film seript work and television plays. "My hope is that producers may feel that I've crough experience of audience reaction to be fitted to advise on treatments and repare them from books and (Continued on page 62) Brussels, Sept 13.

What a difference a day makes!
Only a few months ago, a bit over a year ago, Brussels was a bustling, hustling, overcrowded little metropolis, with the attention of all the world centered on it. Today it is a sad, little city, struggling to make a brave show of things. The hotels are half empty, rooms and apartments are available everywhere at almost any price, all the stores are shouting "sale" in the hope of dragging up a few francs, and all the citizens are asking, belivile deredly, "What now?"

As near as can be gathered

# Ban on Kids Under 16 Montreal, Sept. 13. Even the Juves in Quebec are beginning to feel the strong hand being shown by the new director of provincial police, Josaphat Brunet. All theatres throughout the province have been warned they will be prosecuted if they continue to admit children under 16 years of age. In recent months, exhibitors have been running a catchline on ads, for the entire family, that has been tolerated for certain films with as "Cinerana," most of the Walt Disney offerings and other specials slanted toward the kids. The law is the law and I was appointed to enforce it as it stands," says Brunet, a former Royal Canadian Mounted Police officer. The theater operators know the law as well as we do and it is up to them to follow it." The "under 16" ban was placed in the statues in 1927 after the Laurier Palace Theatre disaster when 78 persons, mostly young teenagers, died in a panic which followed a fire. They suffocated when the audience stampeded for the exits. The Villa's dramatic material it has been to force it as it is the address of Rome's USO, at the foot of the main thoroughfare leading to Vatican City, and the military man's key to the Italian capitals greatest SRO—the papal audience. In doing so, the Olympic Navy contingent helped reach the annual to their dependents who use this facility as USO has gone well into its 20th year of side-by-side association with the uniformed people who still number in excess of 2,00,000. Rome's USO director, Philip-fin, of Cleveland, and his sassifand, or Dhahran, Saudi-Arabia. Their requests are not all as strange as the Navy group's were, since it was before their doorway to be sure to include the Trevi Fountain. They got to keep water on their minds all the time." The bulletin board in the USO carries such quaint admonitions as: Beware of a young man in a cardilar province the strone of the cardinal province and the capital capitals and the capital capitals and the capital of 125,000 service men and their dependents who use this facility as

Currently
Roosevelt Hotel, New York City.
Broadcasting C.B.S.
Exclusively DECCA RECORDS
Personal Mgt.: David Krengel
1619 Broadway, New York 19

# **Donehue May Film** Vidal's TV Biog Of

about his grandfather, Sen. Thomas about his grandiather, See. I Inomas P. Gore, which was presented as a tv special, may serve. the basis of a full-length motion picture. Director Vincent J. Donehue has been conferring with Vidal about expanding the story of the blind senator from Oklahoma to include a presentation dealing with the transition to statehood of the territory. ritory.

Donehue, who directed "Sunrise at Campobello" (both play and film) for Dore Schary, conceives the project as an indie production to be made by his own con which is presently inactive.

which is presently inactive.

In a sense, the story of Sen. Gore is somewhat similar to that of Franklin D. Roosevelt's in "Campobello" in that each shows how great statesmen overcame physical infirmities to reach their goals. Donehue considers this type of material eminently more suitable than the general run of offerings on television and in pictures. What is being produced by television and films is immoral and I don't mean in a sexual sense," he declared. With most of tv now emanating from the Coast, he said that Hollywood now has the bulk of the acting and creative talent. of the acting and creative talent but "I can't see how it is possible (Continued on page 34)

# \*\*\*\*\*\*\* 25 Years Ago This Week From Variety, Spet. 12, 1935

New legit season opened with the traditional theatre shortage. All 47 houses were booked solid. This compares with Broadway's 34 legiters today.)

Networks were having a problem Networks were having a problem clearing coast-to-coast time for the World Series, and Henry Ford Sr. said he would not lay the \$100,000 on the line until assured of a full network. Buick meantime bank-rolled the: Max Baer-Joe Louis heavyweight championship fight from Yankee Stadium Sept. 24. over an NBC hookup, which took in both the Red. (WEAF) and the Blue (WZ) Networks, plus Canada and Honolulu.

Fred Astaire greatifed for the

Fred Astaire credited for the comeback of ballroom dancing

acts.

Louis B. Mayer came east to Washington to accept the Mussolini Cup for "Anna Karenina," the Metro film which won the third biennial Venice prize.

From Rome, VARIETY reported "The Fascist Party's prize for the most artistic foreign film goes to Boys of Paul Street "No Greater. Glory) (Col.)"

Charlie Chaplin plans six pic-tures in the next two years; two of them to star himself and Paulette Goddard; two to star Miss Goddard alone; all to be directed by the comedian. Meantime, "Modern

(Continued on page 62)

# Rome's USO the No. 1 Stopoff For GIs; Got Terrific Play During Olympics

# Mont'l Enforcing Cinema

Teamsters Union's pension fund (via its president, James R. Hoffa) will help underwrite the new Toots Shor restaurant at 29-31. West 52d St., which will be a nine-story structure in conjunction with the Myers Bros., chain garage operators. The Shor eatery will occupy the basement, street and first floors, seat the same 800 as his late 51 W. 51 St. maison before it became part of a Webb & Knapp realty parcel for, first a new hoteland now to be a Uris Bros. office building). The top floors will be a ramped garage which the Myers will operate.

Situated next door to the "21" restaurant and "21" Brands Inc. (liquor wholesalers) and, on the other, flanked by 33 West 52d St.—the old and now defunct Leon & Eddie's nitery—Shor says he's "back where I started from." This refers to his tenure as bouncer and quondam manager of L&E's during the Prohibition era:

Shor research ahalf, having sold out to Webb & Knapp for \$1.500.000. He makes no bones about his impatience with "the Zeckendoris" promises," refering to an understanding they would find him a 10 continued on page 62)

(Continued on page 62)

Rome, Sept. 13. It was most natural that 25 U. S.

Hoffa Union's Pension
Fund's \$4,000,000 Loan
For New Toots Shor's
A \$4.000,000 loan from the Teamsters Union's pension fund via its president, James R. Hoffa) will help underwrite the new Toots
Shor restaurant at 29.31 Was 200.

very much surprised.

The young man with the Cadillac, when the notice first went up on this slickie, is now doing time for rape of a service woman he talked into the car for a look at the town. One of his friends is still making the rounds with it so the warning stays up. Mostly, however, he did the non-violent things like taking them to a couple of fancy bistros (they paid the check); to great number of commercial (Continued on page 61).

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DAILY VARIETY

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# PIX PEPPIER AS TV PLODS

# Par's Prosperity Cutbacks

mount. Past week was the 10th in a row in which domestic billings went above \$1,500,000.

In such prosperous times any talk about economy might seem incongruous. But there is such talk at Par.

According to insider reports, president Barney Balaban notified his department heads that this is precisely the right time to cut. down. He insists on holding the line on expenses. No unnecessary trips, entertainment, etc. Chief exec wants to make sure that the profits rolling in not allowed to roll out.

# Producer Sets TV Preem for Pic In Hope of Landing Distrib'n Deal

what does an indie producer do who fails to get a national distribution outlet for his 83-minute labor-of-love feature and who would prefer to by-pass states-rights release? Robert Raisbeck, vet tv. and radio exec who is making his bow as a theatrical film producer with "The 11th Commandment," has come up with an unique, if only partial, ablution to the problem. Exec. reported Friday. (9) that he has concluded a deal with New York tv station WPIX for one-shot telecasting of the film. uncut, the night of Sept. 23, 9-10-30 p.m. It. isn't just a random date, but timed to coincide with appearance at the United Nations of Soviet Premiere Nikita Khrushchev. "Commandment," filmed entirely on Formosa and in Hong Kong, in producer's words, "an emotionally anti-Communist film which shows things Moscow has tried to keep secret."

Raisbeck-hopes that the publicity and attention which the pic will receive as result of the telecast ("the first world premiere of a theatrical film on tv") will, if not result in a major distrib deal, at least create enough exhibitor, attention to get key theatres around the country to show film on a roadshow basis. It might even be that he could get local American Legion posts to sponsor showings of the pic which, he says, has the endorsements of the Defense and State Depts, as well as other government agencies.

Fact that every major distrib turned the picture down, says Raisbeck, doesn't surprise lim. Being producer of the pic he admits he (Continued on page 21)

# **UA Profits Up** For 1st Halt

United Artists tallied net earnings of \$1,678,000 after taxes for the first half of 1960 compared ith \$1,597,000 for the corresponding period of 1959.

The six-month profit represents earnings of \$1.01 per share as compared with 96c; for the first half of 59.

LiA's great A

Enough in S.D. Ad Row

LA's gross world-wide income
for the first half of '60 totalled
\$51,426,000 against \$44,844,000 for
the same period of last year.

JOHNSTON ON NIGERIA:

"WHERE ARE YANK PIX?"

Washington, Sept. 13.

Republic of Nigeria is suffering
from a lack of top quality, U.S.
films and from a dearth of good
theatres, both of which problems
might be remedied through cooperation of U.S. interests. Eric Johnston say that although
Nigeria is subgests in his latest progress report issued in course
of his current African survey trip.
Johnston say that although
Nigeria is ablaze and aflutter" in
anticipation of gaining its independence Oct. 1, American films are
playing "negligible role in Nigerian progress." On arriving in
the capital of Laos, he noticed in
the newspaper ads for 10 films, influding five Indian and two American. However, he added, though he
follows the Hollywood other
two Hollywood films so advertised.

Enough in S.D. Ad Row
San Diego, Sept. 13.
San Diego, Sept. 14.
San Diego, Sept. 14.
San Diego, Sept. 14.
San Diego, Sept. 14.
San Diego, Past and the triblunch have refused ads for the Sept. 12.
San Diego, Past and the triblunch have refused ads for the Sept. 12.
San Diego, Past and the triblunch have refused ads for the Sept. 12.
San Diego, Past and the triblunch have refused ads for the Sept. 12.
San Diego, paeling of Fast and the triblunch have refused for work with the Sun Diego To

#### 'M' Is for Minus

"M' Is for Minus
A customer caught "M" at.
New York's 8th St. Playhouse
recently. enjoyed the 1931
vintage entry, but doubted the
theatre's ad anent this being
complete, uncut version.
He clocked the unreeling at
87 minutes. The original running time, as recorded in
VARIETY'S review of "M" in
the issue of July 2, 1931, was
114 minutes.
Seems like 27 minutes got
lost.

# **Loew's Closings Presage Changes** In N.Y. Bookings

Distribution sources said this week that further changes in New York distribution patterns can be expected before the year's end. They attribute this to the closing of Loew's 72d Street Theatre, reportedly now due Dec. 1, on the heels of the shuttering of Loew's Lexington.

Lexington.

It was said that these two situations represent more than 15% of the entire Loew's circuit revenue in the area and the loss of them, plus whichever are to follow obviously lessens the value of

low. obviously lessens the value of a playoff throughout the chain.

The product of Metro, Paramount and United Artists, as per tradition, has been playing Loew's, while the RKO nabe outlets take the output from the other distribs.

It's a cinch that a film company won't accept the removal of important market outlets without trying to find substitute rental sources.

# Doesn't Sound 'Sexy' Enough in S.D. Ad Row

# TELE'S WEAKNESS

Realistic commentaries on the state of television programming have underlined the medium's deviction to sagebrush law-n'-order, panel shows, situation comedies and dramatic material that have been short of "depth." The theatrical end of Höllywood says "thank you."

Barney Balaban, president of Paramount, noted it was incumbent on film producers to woo the customers with merchandise immediately distinguishable from the tw wares. Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, opined that each medium had its own vitality, that both could prosper, each on its own.

vitality, that both could prosper, each on its own.

In a large sense, both Balaban and Goldenson were correct. Television is showing beaucoup vitality—economically. It's important, of course, to draw attention to the up-and-up, nature of tv network billings. Stockholders couldn't ask for anything more.

But on the other hand, and this is important to Balaban and his conferes in the picture business, tv's preoccupation with old formats has enlivened the theatrical box-office. The fiscal strength of tv doesn't detract from the fact that video shows by an dlarge don't stack up in the excitement values they used to have.

And going hand in hand with this is the generally-accepted observation that motion pictures have come to be different.

The past summer has been one of substance at the bo, and according to exces whose opinions are respected, this has represented a continuation of a trend that's likely to continue.

While tv has not been showing (Continued on page 20)

# FILMS TRADE ON Venice Fest Winds in Uproar Over 'Rhin' Selection; Soviet Takes Walk; **Titanus Protest Suppressed in Row**

Low-Calorie Budget

Hollywood, Sept. 13.

As a forerunner to what apparently is to be an "austerity" program at 20th-Fox; studio's executive diningroom, previously patronized only by the lot brass, has been closed until further notice. Reported reason is "to keep all levels of 20th's staff on the same plane."

plane."

An unnamed studio spokesman last week reported, "The
country club bit is too rich
for today's methods of doing
business." Private diningroom
was started by Darryl F. Zaauck when he was 20th chief.

# **NSS-Col Feud** Still Blazing As **Robbins Rebuts**

Burton E. Robbins, president of National Screen Service, this week let loose with a blistering counter-attack against the Texas Drive-in Theatres Assn. In an open letter the exec went over point by point the exhibition outfit's earlier blast at the trailer and service organiza-

Thus is continuing one of the hottest intramural rows in recent

ar erspected, this has represented a continuation of a trend that's likely to continue.

While to has not been showing (Continued on page 20)

Lew Schreiber

Lew Schreiber

While they aren't being announced as such, recent changes in assignments of key personnel at the 20th-Fox studios are actually part of a permanent reorganization of the Hollywood setup under new production head Bob Goldstein, a homeoffice exec reports.

Most recent "reassignment" is that of Lew Schreiber, who has been exec in charge of studio operations. Schreiber henceforth will devote himself to "longrange production activities," with Milton Pickman, who joined the studio during latter days of the late Buddy Adler's stewardship, taking over many of Schreiber's former (Continued on page 15)

By HAROLD MYERS Venice, Sept. 13.

Venice, Sept. 13.

The pattern of unpopular jury awards, a feature of both the Cannes and Berlin Festivals earlier in the year, was maintained at Venice, when the closing night announcement last Wednesday (7) of the prize winning selection was greeted with a nolsy demonstration by a packed celebrity audience. The cheers for the winning film, "Le Passage Du Rhin," a French-German-Italian co-production submitted as a French entry, were almost drowned by the protests which lasted for several minutes. The counter-cheers turned almost to Jeers to make it one of the strongest reactions against a winning film ever known at any festival.

The selection of the Grand Prix

winning film ever known at any festival.

The selection of the Grand Prix winner was only the beginning of the hassle that ensued. Sergei Bondarchuk, the Russian member of the jury who was out of sympathy with his colleagues' choice, was firstly reluctant to endorse the award, and eventually wrote a Russian word, (which nobody could interpret) over his signature. His "nyet" was followed by a typical Soviet maneuver, inasmuch as he walked out of the festival, refused to show up at the prize giving ceremony, and before taking the first train back to Moscow, issued a personal protest statement to the press. The latter course was followed, despite an undertaking given by the jury not to take such a step.

Shock number two followed in

a step.

Shock number two followed in swift succession. A hot contender for the Grand Prix honor was one of the four Italian entries, "Rocco and his Brothers." but after an all-day tussle on the jury, it was nosed out of first place. The jury, however, decided to give its special award to its director, Luchino Visconti, but Goffredo Lombardó, head of Titanus Films which is releasing the pic, sent a telegram to Emilo Lonero, the fest director, (Continued on page 7)

(Continued on page 7)

# U's 39-Wk. Net Wow \$5,204,000

Universal racked up a whopping profit of \$5,204,224 after taxes for the 39-week period ended July 30. After providing dividends for preferred stock, the net earnings, amounted to \$5.71 per share on the 889,390 shares outstanding.

the 889,390 shares outstanding. For the corresponding stanza of a year ago, the company reported net earnings of \$104,647 after taxes which, after providing for the preferred dividends, resulted in a loss of 3c per share. This profit was exclusive of a profit of \$3.667,387 net of taxes resulting from the sale of the studio.

# SOVIET ENTRY SET FOR FRISCO FESTIVAL

San Francisco, Sept. 13.
The Soviet Union is entering "Ballad of a Soldier" in Frisco's fourth annual international film festival next month and will send the picture's director and leading actor and actress to the festival, according to fete director Irving M Lavin

M. Levin.

Levin said Frisco Mayor George Christopher in a de preliminary overtures on a Russian entry to Marshal Georgi Zhukov when Christopher was in Moscow in April. Levin then worked through European rep of Jay Frankel, New York importer, at Karlovy Vory in July, met Sergei Gerasimov, Russian film exec. and set detaits for obtaining "Ballad of a Soldier."

# Film Stocks Up in Orbit

The Wall Street upsurge gained new momentum over the past week. Film stocks were standout more so than any other indus-try, as the issues of four companies hit new highs on the same single day—Friday (9). This kind of showing of robust strength is

single day—Friday (9). This kind of showing of robust strength is Tare.

Reaching new peaks on the New York Stock Exchange were Columbia, 20th-Fox, United Artists and Warners. Most others were traded at near-peak levels.

Col climbed to \$24.87½, which is nearly double the year's low, 20th went to \$43.37½, up from a low of \$30. UA hit \$32.37½, up from \$23.62½. WB zoomed to \$51.37½.

There has been an unusually healthy economic climate in the picture business, according to the professional downtowners. Against this overall backdrop special interest groups have been sizing up the pic outfits individually—all with upbeat resuts.

In the case of WB, there's the now court-approved (subject to appeal) deal for licensing post-1948 pictures to television. Also, theatrical earnings are expected to improve due to "Ocean's 11" and perhaps, "Sunrise at Campobello."

Twentieth apparently has the deal wrapped up for sale of studio property to Webb & Knapp for \$43,000,000 in a fast capital gains payoff. Côl and UA have tv money in view and the theatricals are going welf.

The story, a continuing story, is much the same throughout the industry. It's one of cap gains, more diversification, some anticipated stock bayns, the unloading of unneeded assets and, finally but not leastly, the money-making potential of the film production-distribution business.

# **Product Shortage--1960 Edition:** 230 Features, Only 6 Over 1959

Hollywood, Sept. 13. Ten major film companies will have offered theatres 230 new pictures in the calendar year 1960, just six more than 1959's all-time low of 224; 69 less than the lean year of 1958, and 195 less than the 425 of a decade ago.

These statistics were compiled by Theatre Owners of America and issued to its members at the opening of organization's convention

ing. It's stressed that without the foreign entries, the product squeeze would have been more drastic. Illustrative of the extent of foreignmade films on the domestic schedule, according to TOA. is 20th-Fox's slate, of which I4, or 34°C, of the total of 41 features are European-made.

Up to June, the majors released only 107 pix, TOA contends. Things perked up in July, with the release of 27 pictures that month and a total of 123 for the last six months. Much of 1960's portion of real quality blockbuster fare, it's emphasized, was telescoped into the months of July and August.

On total releases, 20th made the biggest gain in '60 over '59, releasing 14 more films than last year. Disney provided two more, Paramount seven more, and Universal two more. All the other companies, TOA states, released less product in 1960 than in 1959.

# **Fabian Blasts** Majors' Prod'n, Distrib Policies

Los Angeles, Sept. 13.
American Congress of Exhibitors already has \$3,000,000 in the bank and is on the way to a fourth million for production of pix to alleviate the product shortage in theatres, ACE chairman S. H. Fabian told the Theatre Owners of America convention today (Tues.).

Through such exhib-sponsored Through such exhib-sponsored films, according to the exec, conditions will begin to change in a now-harried market, which he blamed the studies for creating through what he termed two "shat-tailed heads". through what he termed two "shat-tering blows" at exhibition, the "reckless" sale of pre-'48 libraries to ty, and the reduction of feature production. Studios' belief they can strike an

Studios' belief they can strike an inexhaustible gold mine by spending more coin on fewer pix to make more big pix and bigger profits was attacked by Fabian, who said blockbusters were "wonderful" for the distribution biz but not sufficient to keep theatres open with their half-billion-dollar investment, their 150,000 emplaces and their their 150,000 employees and their annual payroll of \$285,000,000. Failure of the studios to come up with sufficient product for 1960. with sufficient product for 1960, even though they promised a total of 230 features, 25% of which were made by European companies and most having no sizeable built-in American box office potential, actually dictated the ACE move to line up \$2,000,000 from five major circuits and an additional million from other exhibs, for future product, in the belief self-help was only remedy for the product shortage, Fabian declared.

ACE Productions isn't designed as the exclusive property of a select group of founding exhibs, he said: rather, it will be in the hands of the entire exhib industry with the objective of making "every exhibitor a stockholder." At this time, however, Fabian (Continued on page 5)

When Selznick dropped the film, it was delivered to 20th in screen-play form (by lay nor flay form (by lay nor flay form) that the stime, however, Fabian (Continued on page 5)

# **METRO PAYING 175G** FOR 'PIAZZA' RIGHTS

just six more than 1959's all-time low of 224; 69 less than the lean year of 1958, and 195 less than the 250 of a decade ago.

These statistics were compiled by Theatre Owners of America and issued to its members at the opening of organization's convention here today (Tues.).

TOA finds that the 230 total inteludes close to 50 films which were made abroad by European companies. The exhib org contends that many of the films in this group have proved and will prove of doubtful help at the boxoffice. The 50 pix from abroad, TOA points out, are at least triple the number of foreign pix released by the major companies in prior years. It's indicated that the foreign entries were introduced when the 33-day actors' strike halted Hollywood production and the film companies acquired them to keep their distribution organizations functioning. It's stressed that without the foreign entries, the product squeeze would have been more drastic. Illustrative of the extent of foreign.

Prelude to Nat'l Run

Pittsburgh, Sept. 13.

"Carousel" may get another national release this year if it is successful in its rerun engagement starting Thursday at the Fulton. It is the thinking of 20th-Fox and Bernie Hickey, manager of the Shea house here, that the picture did not get the money it should have when it first played here in 1955 when its business was just okay oyer a five-week run.

Hickey said that Cinemascope 55, the process in which the picture was filmed, was sold more than the product itself. He said the process got almost equal billing with the picture and that, in looking back, not only his but the whole national campaign was very bad. He said the stars were not featured nor was the music of Rodgers & Hammerstein. He said explanation of the process and the fact that his theatre was the only one equipped to, show Cinemascope 55 were the leading points in selling the picture.

He said the stars will get top

mascope 55 were the leading points in selling the picture.

He said the stars will get top billing, especially Shirley Jones who has added importance since her smash job in "Elmer Gantry." He will emphasize the Hamnerstein angle throughout his campaign. In the credits below the title, he will then use: "Written by Richard Rodgers and Hammerstein."

stein."

20th's thinking is incorporated in all of the ads but Hickey is doing the actual layouts and writing the copy. He does not intend to use the word. "re-release" because he assumes that the public knows that is not a new picture.

# SELZNICK REACTIVATES FITZGERALD'S 'TENDER'

Hollywood, Sept. 13.

David O. Selznick has reactivated "Tender Is the Night" and will put the F. Scott Fitzgerald property into production later this year. He has signed John Franken-heimer to direct the 20th-Fox release and reportedly has closed a deal for Christopher Plummer to star with Jennifer Jones.

Selznick abandoned project early this year when casting problems caused one postponement after another. At one point William Holden was rumored for the important role of Richard Diver, which now goes to Plummer.

role of Richard Diver, which now goes to Plummer.

When Selznick dropped the film, it was delivered to 20th in screen-play form (by Ivan Moffat). Con-tracts between Selznick and 20th were allowed to lapse and pro-ducer was to have gone ahead with plans on "Mary Magdalene."

## What Else Is New?

Los Angeles, Sept. 13.
TOA execs and Screen Proucers Guild's committee TOA execs and Screen Producers Guild's committee called for a new approach to the film industry's ad concepts and, in doing so, noted:
"Our industry's advertising not only is sterile and antiquated, but is one of the worst ad programs of any American industry."

# Set Stockholder **Meet to Approve 20th's Land Deal**

Management of 20th-Fox plans to apply proceeds from the proposed \$43,000,000 cash sale of the Hollywood studio property towards debt reduction and "to other investments or stock reducti, "according to the proxy statement sent out Fr 1y (9) announcing special meeting of 20th stockholders on Oct. 17.

At that time, holders will be asked to approve sale of the studio property to Webb & Knapp's 91091 subsidiary for the cash deal. Latter replaces the earlier agreement under which W&K would have paid 20th a total of \$56.000,000 in payments deferred over a 10-year period.

period.

In addition to the price, the other principal difference between the old and new agreement relates to provisions for the leaseback to 20th of the 75-acre studio portion of the property. Under the old agreement, the leaseback was for studio purposes and was for a maximum term of 20 years at a rent of \$1,316,000 a.

New agreement provides for an annual rental of \$1,500,000, but extends the leaseback term to a total of 99 years and, after the first five years, allows 20th to use the property for any purposes it desires.

"Thus," according to proxy

the property for any purposes it desires.

"Thus," according to proxy statement, "if the property increases in value because of inflation, general increases in real estate values or increases in the value of this particular property resulting from the new avenue and the buyer's development of the balance of the property, the corporation will be in a position to transfer its studio activities to some less expensive location such as its Western Avenue studio or its ranch property north of Los Angeles, making the leased property available for some more profitable uses similar to those on the non-studio portion of the property."

Of the \$43,000,000 cash price, W&K as of August 1, 1960 had paid 20th \$5,000,000, leaving \$38,000,000 to be paid on or before April 17, 1961.

April 17, 1961.

Management is recommending approval, of new agreement on grounds that "immediate right to the use of the money and the elimination of the risks involved in deferred payments" make it "more desirable economically, especially when consideration is given to the 50-year leaseback of a portion of the property, with options to extend to 99 years, ith the right to sublet."

L. A. to N. Y. Bill Barrett

Helen Barrett
Elmer Bernstein
Gower Champion
Harvey Cherlok
Syd Folberg Glenn Ford Joseph Friedman John Gavin Helen Gallagher Marvin Goldblatt David Golding Harry Goldstei Leo Guild Dolores Hart Tab Hunter Ross Hunter Roser Lewine
David Miller
Allen H. Miner
Margaret O'Brien
Jerome Pickman
Sidney Poitier
Sol A. Schwartz
George Sidney
Jeromy State Jeremy Slate Edward E. Sullivan

# New York Sound Track

In his sermon last Saturday at Temple Israel, Rabbi William F. Resenblum asserted that N. Y. City was at "one of its lowest ebbs morally." He continued: "Life here (N. Y.) is no longer pleasant but dangerous. Our streets and parks are no longer safe. Our mai thoroughfares are, in many instances, not great white ways but tinted roseate if not red.

"To make a profit the motion picture exhibitor tells you he has to feature violence and vice and the newspapers would not sell a single copy if they reported only news and devoted their columns to the good the beautiful and the true.

"It is so easy to point the finger at those who produce movies and television shows and publish dailies and magazines, but the naked fact is that they would be glad to put their columns and screens on a higher plane were it not for the clear story which the boxoffice tells that the public seems to prefer horror instead of holiness and physical lust instead of spiritual love."

instead of spiritual love."

Market letter of the Wall St. firm of Bache & Co. tributes action in Metro shares "to what looked like a slightly delayed response" to the company's dividend boost last week. With M-G earnings expected to hit \$3.75 per share for the 1960 fiscal stanza, Bache believes that the 1961 net could rise to \$4.25 per share. "possibly leading to further favorable dividend action". ... William Hickey, a member of the American Shakespeare Festival Company at Stratford, Conn., signed for a role in "Something Wild." the United Artists release currently being shot in New York by Jack Garfein ... A special tv short introduced by Gov. J. Howard Edmondson of Oklahoma is being prepared by Metro as part of the promotion campaign for Edma Ferber's "Cimarron". .. Glenn Ford in for a three-day stay before leaving for Europe for his role in Metro's "Four Horsemen of the Apocalypse".... Charleton Heston to Madrid to begin his starring role in Samuel Bronston's "El Cid."

"El Cid."

The Olympic crowds i Rome are being exposed to Universal's "Spartacus" via a giant triangular sign in the Piazza dei Cinquecento, the city's busiest square ... David A. Lipton, Universal's pub-ad chief, returned to the Coast after two weeks of homeoffice contabs ... Eugene Picker, Loew's Theatres prexy, and Ernie Emerling, pub-ad veepee, to the Coast for the Theatre Owners of America conventi ... Columbia pub-ad director Bob Ferguson back from vacation ... Fred Kaplan, formerly assistant in NYU's radio-tv-film department, now assisting Lionel Regosin in documentary film production ... Max A. Cohen, president of Cinema Circuit, off to London ... Edward L. Hyman, American Broadcasting-Paramount Theatres v.p. commended by the Northern California Theatre Assn. for his efforts on behalf of orderly distribution ... United Artists inaugurating a booker's contest in conjunction with the company's joint sales and exploitation drive honoring v.p. Max E. Youngstein ... Producer Ross Hunter, director David Miller, actor John Gavin and a Universal camera crew in N. Y. for two days of pre-production shooting on the remake of Fannie Hunst's "Back Street". .. Albert D. Hecht named N. Y. sales rep for Animation Inc.

Animation Inc.

Attorney Ephraim London goes to Washington, D. C., tomorrow (Thurs.) to represent Films-Around-The-World in latter's suit against U. S. Customs re seizure of French import. "Les Jeux De L'Amour".

20th-Fox prexy Spyros P. Skouras arrived back at his N. Y. desk saturday (10), but is returning to Coast almost immediately. Glenn Norris, 20th's general sales manager, spent Thursday and Friday (8-9) in Denver presiding over meeting of western and midwestern managers. Martin Moskowits, assistant sales manager, was in New Orleans holding similar meetings with central and southern managers. L. E. Goldhammer, Allied Artists eastern division manager, spent weekend in Cleveland conducting sales meetings with company's central and midwestern branch heads.

Ruth Pologe, American International publicist, is on the Coast thi

midwestern branch heads.

Ruth Pologe, American International publicist, is on the Coast thi week for meetings with company toppers. Husband Irwin Levinson is accompanying her, but he's on vacation. Fablan due to appear at special "sneak" tomorrow (Thurs.) night of 20th's "High Time" at the Warner Theatre. Most interesting corner in the 20th-fox homeoffice these days is bulletin board over desk of magazine contact Marrin Goldblatt. Among the memorabilia are a publicity still of Kima Novak, autographed 100 times and a dollar bill won from Cue Magazine critic Jesse Zunsser when he bet "Suddenly Last Summer" would be a bomb. Most interesting item, however, is a Con Ed bill addressed to "Prince Aly Kahn," threatening to shut off the electricity at his East Side flat unless bill is paid within 10 days.

Jerry Pickman, Paramount v.p. and Joseph Friedman, exploitation

East Side flat unless bill is paid within 10 days.

Jerry Pickman, Paramount v.p. and Joseph Friedman, exploitation manager, due back today (Wed), after a quickie west to plot campaigns. Sidney Meyers, vet director, joined the faculty of the City College Institute of Film Techniques, to conduct a course in editing for more contributions to Project Hope. He chairs the motion picture division. 'Under Ten Flags,' Paramount entry starring Van Heflin, Charles Laughton and Mylene Demongeot, skipping a firstrun showcasing, instead opening at Loew's and other nabes . Roy Dianey, Card Walker, Irving Ludwig, Charles Levy and other Disney-Buena Vista execs all under one Gotham roof this week working out details of the sales and promotion for the 1961 lineup. Features on the sked involve a reported \$11,000,000 in negative investment.

#### N. Y. to L. A.

Trent Dolan Trent Dolan
Ernest Emerling
Joan Harvey
David A. Lipton
Barbara McNair
Cathleen Neal
Carl Peppercorn
Eugene Picker
Paula Prentiss
Robert Ryan
Tina Scott
Bob Sheppard
Jack Sidney
Spyros P. Skouras

## U. S. to Europe

Joseph Brun Max A. Cohen John Drainie Richard Gehman Lawrence Greene Paul Helmich Charlton Heston David Lewis George Pincus
John R. Schine
Herbert T. Silverberg
Duard Slattery
Roger Vadim
George Waldman

#### Europe to U. S.

Julius Bing Ben B. Bodne Richard Brown Shelagh Delney Eva Gabor William Goetz Juliette Greco Beatrice Margoli
Barney Oldfield
Otto Preminger
Anthony Quinn
Miklos Rozsa
Dinah Shore
Darryl F. Zanuck

#### Skouras In & Out

Twentieth-Fox prexy Spyros P. Skouras, who returned to New York from Hollywood Saturday (10), will preside over a meeting of the company's executive committee at the homeoffice today (Wed.) and fly back to coast before end of the week.

Also in New York for talks at the homeoffice is producer Darryl Zanuck who just recently completed shooting of "The Big Gamble" abroad. He expects to return to his Paris h.q. next week.

# TOA-H'WOOD RIPLEY: HARMONY

# **Proof Positive**

Los Angeles, Sept. 13.

While Theatre Owners of America gathered here to find ways to increase the supply of films, the major film companies provided the exhibitors with dramatic evidence that the beefs about the product shortage were justified.

Except for tv production, only four feature films are facing the cameras this month. No pix are being shot at Metro. Columbia, Paramount. Warner Bros., and Allied Artists. Two pictures are in production at 20th-Fox — "Sanctuary" and "Black Star," one at Universal—"The Sixth Man," and one at Walt Disney—"Petticoats and Bluejeans." None of these pictures were launched this month, rated as one of the worst in Hollywood's history from the production standpoint. It's expected that two more pix will be started thi month—U's "Back Street" and 20th's "Journey into Danger."

# One Man m a Booth—TOA's Happy Survey on Projectionist Picture

The two-man projection booth is nearly a thing of the past, accord-ing to a Theatre Owners of Amer-Ica survey.

Ing to a Theatre Owners of America survey.

The study, issued at the opening of the exhibitor organization's annual convention at the Ambassador Hotel here reveals that two-man booths now exist only in the larger cities, in some larger, newer drived organization's annual convention at the Ambassador Hotel here reveals that two-man booths, now exist only in the larger cities, in some larger, newer drived on the control of the Mental Carles of the Jules of 20th-Fox for release. The hard core of remaining two-man booths, according to TOA. is in the east, particularly the New York and New Jersey area. Elsewhere in the country two projectionists are still to be found only in the firstrun big city operations.

TOA states that almost without exception the atrees in the last 10 years have reduced from two to one man by granting the remaining projectionist pay boosts ranging from 25% to 50% and an average of about 33%. The result has been a substantial savings for theatres, the report says, because in average operations the booth constitutes a major portion of the operating nut.

Except for a few major cities, the south has always had one-man

major portion of the operating nut.
Except for a few major cities, the south has always had one-man booths, the survey indicates. The changeover for the rest of the country came in the last decade and was intensified in the last five years. The booths cuts, according to TOA; were brought about the fall-off of attendance and gross-after World War II.

# **Metro Net Best** In Dozen Years: **Board Ups Divvy**

As has been anticipated. Metro's board of directors voted last week to Increase the company's dividend from \$1.20 to \$1.60 per year, payable on a regular basis of 40c per quarter. The first increased melon will be payable on Oct. 14 to stockholders of record Sept. 16.

According to prexy Joseph R. Vogel, the hike in the divvy payment "is a natural consequence of ment "is a natural consequence of the company's achievements at this stage of its progress." Although final figures haven't been tabulat-ed, Vogel indicated that the fiscal year which ended Aug. 31 will like-ly produce earnings of \$3.75 per share. Vogel said that the result is the best achieved by M-G in the past 12 years and even tops the consolidated figures for the years in which the company included the atre operations in its income.

Vogel added that signs point to even better results for the new fis-cal year and "as our programs bear results, the board will again ex-amine dividend policy."

#### **SEG Okays Pact**

Hellywood, Sept. 13.
Screen Extras Guild voted 1,705to-104 in favor of ratification of
Guild's new collective bargaining
pact with producers of theatrical
and television films.
Improved conditions, including
pay boosts, became effective yesterday (Mon.).

Family Reunion

Hollywood, Sept. 13.

Hollywood, Sept. 13.

Deal is near the closing stage for the three Skouras juniors — Plato Spyros Jr., and Charles Jr. — to mov their Triton slate of pix to 20th-Fox for release. Trio's United Artists' program has been set aside for the new arrangement.

Films include "California Street," Niven Busen novel scripted by George Zuckerman; "St. Francis of Assisi," Louis DeWohl tome scripted by Eugene Valer and "Journey of the Jules Verne," original screenplay by Jack Thomas. Michael Curtiz has been inked to direct "St. Francis," and talks are on with Stev Forrest to star.

# For Al Pickus

Los Angeles, Sept. 13. Albert M. Pickus, of Stratford Conn. has been elected to a second term as president of the Theatre

In its 13-year history, TOA has elected only two others to second terms: Samuel Pinanski, 1950-52 and Ernest G. Stellings, 1956-58. Robert R. Livingston, secretary for nearly a decade, has retired and ill be succeeded by H. F.

Kincey of the Wilby-Kincey chain i the southeast. Only other new board member is John G. Brou

prexy of Maryland Theatre Owner who becomes TOA's 15th regional veepee.

Fourteen new members were elected to the executive committee, bringing that body's membership to 45. New members are: Eugene 10 49. New members are: Eugene Picker, Laurence Tisch, John Keil-er 2d, Lloyd Wineland Jr., Mi-chael: Chakeres, M. S. McCord, Louis J. Jablanow, Stacey Wilhite, Leonard Gordon, Jack Fuller, John Q. Adams, Roy Richardson, P. J. Sones and Laney Payne.

George Kerasotes and Roy Cooper will continue as board chairman and executive committee chairman

# AS 'MILESTONE'

Theatre Owners of America which today (Tues.) formally open

which today (Tues.) formally opens its 13th annual convention at the Ambassador Hotel, is showing a pronounced change in many of its views toward the Hollywood production end of the industry. Most importantly, the exhibitor organization, in a beenive of activity in its pre-convention executive sessions, is displaying a willingness to cooperate with production and to recognize more than ever before that to a great measure, "problems" faced by the exhibitor and the producer have much in common.

much in common.

In what may emerge the standout session of the entire conclave
a top-tier group of executives led
by TOA president Albert M. Pickus
met Friday (9) with a panel of
Screen Producers Guild members
led by Jerry Bresler. Pickus, in
the president's annual report to the
TOA board, noted:

"We had a complete meeting of

"We had a complete meeting of minds; the producers are as ready and willing to help provide more product as we are to have it. SPG contacts have been invaluable, and we will only begin to rean the benefits of this new liaison in the months ahead. It is now up to us to utilize this new tSPG relation-ship to its fullest advantage."

to utilize this new (SPG) relationship to its fullest advantage."

It is known that SPG's committee pulled no punches in its TOA parley, noting that exhibits have lagged behind other industries in expanding into suburbia. in fashloning new means of attracting customers and in keeping ads abreast of other advances in exploitation. The SPG group (Bresler, Jerry Wald, SPG prexy Walter Mirisch. Ross Hunter, Frank Rosenberg, Arthur Freed, William Castlel also got the TOA committee (Pickus, Roy Cooper, Sam Pinanski, Spencer Leve, Sidney Markley and George G. Kerasotes) to agree "that star names alone are not the vital ingredient of pix the subject matter is of prime importance." Thus Hollywood got across a point it long has stressed in trying to blaze new production trails only to meet the laconic exhib rejoinder: "Who's in it?"

in it?"

As Pickus' panel agreed to "help producers in all possible ways to effect pictures that will have good subject matter, and by this quality will help build new names ard faces." SPG exces present felt they had achieved a milestone in the had achieved a milestone in

nad achieved a milestone in improving exhib-producer relations usee separate story).

The TOA-Producers' get-together ended on such a cordial and optimistic note that Bresler and Pickus afterwards issued this joint categories.

"Mutual understanding and sym-pathy of our common problems has already shown us so many avenues of joint action that it is our intenof joint action that it is our inten-tion to ask the distributors to join us as quickly as possible for our future discussions. It is our hope that these discussions can eventu-ally be broadened to include all the other elements of our industry which can contribute to our pros-perity."

Sones and Laney Payne.

George Kerasotes and Roy Cooper will continue as board chairman and executive committee chairman respectively.

TED LAZARUS' EXHIB

INSURANCE PACKAGE

Ted Lazarus, former film industry ad exec, will attend the Theatre Owners of America convention in Los Angeles this wack to offer an insurance program said to be especially tallored for exhibitors.

It's claimed to be a new kind of liability package, and details will be taken up with Arthur Lockwood, Boston circuit operator who heads TOA's special insurance committee,

Lazarus, brother of Columbia vp. Paul N. Lazarus Jr., is now without the insurance firm of Banner, Zack & Gluskson.

# SEE SPG MEET TOA Plans 'Clearing House' Liaison For Pre-Production Grassroot Exhib Reaction to Upcoming H'wood Films

Matter of Conviction

Los Angeles, Sept. 13.

Some TOA convention delegates found themselves in the wrong pew at the Ambassador Hotel. Also convening day-date in adjoining rooms, and with registration booths side-by-side, was the Zionist Organization of America, using the initials "ZOA."

# Sarra Raps Exhib **Self-Censorship**

Los Angeles, Sept. 13.

A trend toward "voluntary censorship" by individual exhibitors was criticized yesterday (Mon.) at the Theatre Owners of America convention by Lamar Sarra, chairman of the state and local legislation committee. From reports coming to him from various states, Sarra determined that, while it's not widespread, there's sufficient evidence of a trend in this direction to merit concern.

By "voluntary censorship." Sarra explained, is meant a decision by the exhib to classify films as "adults only" even though there has been no outside pressure for him to do so.

The Motion Pictura Assn. of

"adults only" even though there has been no outside pressure for him to do so.

The Motion Picture Assn. of America's Production Code, he opined, is sufficient to the industry's needs. "We must to the extent that it is possible, use good taste—that's fundamental—but it shouldn't, be up to any particular exhibitor." said Sarra. "We are a self-regulating industry and we rely heavily on the code seal."

Regarding classification of pix by government authority, censorship chairman Mitchell Wolfson said his group will take wait-and-see attitude on censorship systems which exact a per-foot reviewing charge, until the U. S. Supreme Court decides the Pennsylvania and Chicago cases now before it. Wolfson wasn't prepared to discuss his committee's actions, though it has been meeting daily since Sunday (11) in what is probably a full-scale debate on the whole classification question.

Screen Producers Guild and Theatre Owners of America have established a liaison system that well could develop into one of the most valuable methods whereby could get quick exhib grassroots findings on types of pix appealing to the public, new trends and guideposts to be used on future productions. productions.

Plan was set Friday (9) at a special pre-convention meeting of SPG reps and a slx-man TOA committee. The producers aired some long pent-up views: that exhibitors are too wont to complain about Hollywood rather than do their fair share toward meeting those problems besetting the industry as a whole.

The TOA reps, as far as could be learned, did not counter-attack. They seemingly acknowledged that the blind sort of criticism which has characterized many an attack by exhibs on the production end of the business really does not answer the basic needs to find solutions to joint problems faced by a

arswer the basic needs to find solutions to joint problems faced by single industry which could be far more unified.

In a statement issued by TOA prexy Albert Pickus and Jerry Bresler, chairman of the SPG committee, it is obvious many Hollywood crificisms of exhib operations and failures" in the past are recognized by TOA. The statement, part:

part:
"TOA has agreed that it will

"TOA has agreed that it will serve as a clearing house for producers for information which can be of invaluable help in guiding future production. To this end TOA will establish a council or committees which will:

"I. Take synonsis of proposed pictures as supplied by the producers, circulate them quickly to TOA's complete membership, and provide the producers with an exhibitor evaluation of the box office potential of the proposed films. Not only will this give production a unique advance estimate of the possibility of individual properities, but, as an example, enable exhibition to promote and exploit books upon which the pictures are based.

switch exact a per-foot reviewing horsibility of individual properties, but, as an example, enable exhibition decides the Pennsylvania and Chicago cases now before it. Wolfson wasn't prepared to discuss his committee's actions, though it has been meeting daily since Sunday (11) in what is probably a full-scale debate on the whole classification question.

Fabian Blasts

Continued from page 4

pointed out, no further solicitations are being made, with ACE Productions not yet ready to invite such infinancial participation. Fabian told in TOA delegates it wasn't so long ago that many figured pre-48 libraries sales to tv "would knock us out. We are still on our feet and in the ring. Similarly, he stressed, when the flood of post-48s now being sold to tv hit the homestic them is who spend millions for production, expect us to charge high admission, in expect us to charge high admission prices, and then at the same time sell the best of their former successes to tv stations for showing to the public without charge in the

Excellent film version of William Inge's fine play. Needs selling but has quality to come through handsomely.

Hollywood, Sept. Warner Bros, release of Michael Garrison production. Stars Robert Preston, Desorby McGuire; costars Eve Arden, Angea Lamburs, Shile et Michael Robert Mann. Screenplay, Robert Ever, Penney Parker, Ken Lynch, Directed by Delbert Mann. Screenplay, Harril Frank, Jr. and Ivring Ravette, Harril Frank, Jr. and Ivring Ravette, Harril Frank, Jr. and Ivring Ravette, Starley Biradling Sr: art director, Leo K. Kuter; Gitor, Folmer Blangsted; music, Max Steiner; sound, Stanley Jones; assistant; director, Russell Liewellyn, Reviewed at: MINS, Sept. 12, 50. Running time, 123 MINS.

Angela Lansbur
Shirley Knigh
Lee Kinsolvin
Frank Overto
Robert Eye

In just a few minutes more than two hours, Warner Bros. "The Dark at the Top of the Stairs' recounts the frustrations of a lifetime. There's an unusual kind of something for-everybody in this probing, sentimental essay, making you feel better by proving the other fellow feels worse. The picture poses a reculiar selling problem in which fair-to-good pre-sold values must be bolstered by word-of-mouth. The fine Michael Garrison prdouction, ably directed by Delbert Mann, has in it the spirit to spark that word-of-mouth, and commercial prospects could be high. In just a few minutes more than

high.

The William Inge play on which the picture is based is a poignant study of an Oklahoma family for by internal conflicts. It provides a salable title that should start the b.o. ball rolling uphill; it provides a moving story, skillfully adapted by Harriet Frank Jr. and Irving Ravetch, that should sustain the drive

drive.

"Dark" falls somewhere between family and adult entertainment. Its relationships are barred with perception and penetration, and the problems of a young pist finding love and a young boy finding security are aspects of the film that should be noted by every youngster. The problems of the picture's parents, described in frank terms but handled in good taste, center on the bed and the activities which do, or more accurately, do not, take place in it. The film is well east and per-

curately, do not take place in it.

The film is well east and persuasively acted. Its chief cast value lies in Robert Preston, whose newly-won fame via "The Music Man" can be used to sour boxoffice for the WB picture. Easily detectable is the similarity in manner table is the similarity in manner thus when the super the well with the well and speech between Harold Hill of "Music Man" and Rubin Flood of "Tony Martinelli has cut the "Dark." both as rortrayed by Preston. Each is a high-powered alses incen—one if amboyant, the other serious. But there's a strength and an independence that's the same. Preston is excellent as same. Preston is excellent as Flood, just as he was as Hili.

Dorothy McGuire is tops as the mother caught between devotion

Dorothy McGuire is tops as the mother caught between devotion to her children and the knowledge she must sever the cord. With sensitivity, she is believable through all phases of her role. Eve Arden is convincing and highly effective as the sister, performing with spirit and proving she could have done even more with her "big scene" if given the chance. Angela Lansbury plays one of her better and more sympathetic roles as the woman who wants Rubin, and she fills it well.

fills it well.

Shirley Knight is fine as the daughter, graphically showing signs of development. This part should boost Miss Knight's career considerably. Lee Kinsolving is first-rate as the ill-fated suitor. Frank Overton is effective as the brother-in-law, as are Robert Eyer as the son, Penney Parker as a bubbling friend and Ken Lynch as a rich oilman. oilman.

oilman.
"Dark" is Garrison's second film, establishing him as a talented, tasteful producer and a filmmaker to watch. The picture additionally is another fine screen achievement

flowing musical score, aiding the film's emotional triggers. Film editor Folmar Blangsted kept a brisk pace going, and Stanley Jones' sound is tops, as are Marjorie Best's costumes. Ron.

#### Seven Ways From Sundown

Well-made oater with Audie Murphy and Barry Sullivan for okay marquee.

Hollywood. Sept. 8.

Universal-international release of Gorman far production. Stars Audie MurphyBon Kay production. Stars Audie MurphyBon Harting Comments of the Comment of the Co

Seven Jones	Audie Murphy
Jim Flood	Barry Sullivan
Joy Karrington	Venetia Stevenson
Sergeant Hennessey	John McIntire!
Lieutenant Herly	Kenneth Tohev
Ma Kerrington	Mary Field!
Graves	Ken Lynch
Lucinda	Suzanne Lloyd
Fogarty	Ward Ramsey
Duncan	Don Collier
Beeker	Jack Kruschen
Gilda	Claudia Barrett
Jody	Teddy Rooney i
DortonEavens	Don Haggerty
Eavens	Robert Burton
Chief Waggoner	Fred Graham
2nd Wagoner	Dale Van Sickle

"Seven Ways From Sundown" is a well-made oater which, descite story flaws, should do nicely at the top of the bill in its own market and lend solid support to double-bills in the general market, thanks to well-meshed production elebills in the general market, tranks to well-meshed production ele-ments brought together by pro-ducer Gordon Kay and to picture's good cast, headed by Audie Mur-phy and Barry Sullivan.

#### Besire In the Bust (CINEMASCOPE)

Sex and violence in the Deep South. Exploitable but silly imitation of Faulkner involv-ing fratricide, insanity, adulter and suggestions of incest. Sengestions of incest. Sen-elements could pay sational

20th Fix release of A.P.I. production, produced by William F. Claxton, Stars

٠	Raymond Burr, Martha Hy-	er. Joai	ı Ben-
ļ	nett: features Ken Scott.	Brett I	falsev.
ł	Anne Helm, Jack Ging,	Directe	ed by
	Claxton, Screenplay, Charle	s Lang.	based
į	on novel by Harry Whittin	gton: c	amera.
1	Lucien Ballard; editor. Ric	hard F	arrell:
i	sound. Jerry Trayler. Review	ewed in	N.Y.
	Sept. 9, '60. Running time.	102 MIN	ls.
	Colonel Ben Marquand R		
1	Melinda Marquand	Month	Huen
i	Mrs. Marquand	Tana D	a river
ł	Mrs. Marquand Lonnie Wilson Dr. Ned Thomas	Josep B	Caste
t	Dr. Ned Thomas	. Reci	Traine
1	Case Wilson	Diett.	Hajse v
ı	Cass Wilson Peter Marquand	Aithe	nenn
ł	Luke Connett	Jack	C. Ging
;	Manda Wilson	Edward	Dinns
í	Maude Wilson Ma Zuba Wilson De	iggie ma	noney
i	Shoriff Otio Wheeten W	ouglas I	OWIEV
3	Sheriff Otis Wheaton K Burt Crane	env in	orasen
ı	Nora Finney	nex i	ngram
1	Thurman Case	irene	Ryan
3	Virg	Paul	Baxies
1	Nellie	Robert	Carre
	Conductor Els	ratricia	Snow
ŝ	Frank	emore r	torgan
•	Roy (Bartender)Joseph	·unrev	woose
	no, parteuter)Joseph	araney	relps

is another fine screen achievement for director Mann, in whose hands the excellent Frank-Ravetch screenplay becomes a human, compassionate drama balanced by which has served both William warm comedy. The makers of this film have created a sense of honesty which, while sometimes overbearing in its unhappiness, sweeps real characters through a real world.

Harry Stradling Sr.'s Technicolor photography is rich, with art director Leo K. Kuter and set decorator George James Hopkins accurately catching the spirit of the period. Max Steiner has added a (Continued on page 18)

# Feature Reviews From Venice Fest

Le Passage Du Rhin Crossing of the Rhine)
(FRENCH)

(FRENCH)
Venice, Sept. 13.
CFDC release of Franco London-GibeFA: Jonnia Film production. Stars
here Again State of Stanco London-Gibehere Again State of Stancohere Again State of Stancohere Again Stancohere again

... Charles Aznavour
Nicole Courcel
Georges Riviere
Betty Schneider
Cordula Trantow Roser ... Florence Jean ...

the epic sweep and insight to give this a surer por enternational outlook. It thus has to be sold on its story and few incisive looks at wartine sex and collaboration; blus its Venice exploitability.

Most.

Though India is the second largest producing country meritality and collaboration blus its cally, in the world, not much is Venice exploitability.

Most.

# Rocco E I Suoi Fratelli

Racco E I Suoi Fratelli
(Rocco and His Brothers)
(ITALO-FRENCH)
(ITALO-FRENCH)
(ITALO-FRENCH)
(Itanus-Les Films Marceau coproduction: Stre Alain Delon. Renato Salvatori
Aori. Stre Alain Delon. Renato Salvatori
Aori. Stre Alain Delon. Renato Salvatori
Aori. Alessandra Panaro. Corrado PanilDirecter By Luckino Visconti. Streenplay.
Ampunile. Massimo Fraticiosa. EntiCampunile. D'Amico: based on novel. "Il
vii comera. Giuseppe Rollmonni. Testri: comera. Giuseppe Rollmonni. Testri: comera. Giuseppe Rollmonni. TesInio-Rola: editor. Mario Serandrei. Al
Venice Film Fest, Running time, 130
MINS.

Rocco .			Al	ain 1	Delon
Simone			Renato	Sal	vatori
Yadi.			A mai		
Roseria			Katin	a Pa	xinou
dorini .			Ro	er l	Hanin
. Impresa	ri		Pac	lo S	toppa
Luis		artini in i	SI	7V I	Delair
Ginetta.			Claudia	Care	dinale'
Ginetta. Vincenzi	0		Spir	08	Pocas
Ivo			Cor	nado.	Pani
41	153				

Prestige entry for Italy. With all its faults, this is one of the very for achievements of the year in this country. It's badly overlength and contains some scenes which hardened viewer. If these faults can be corrected via savy editing, the film's rected via savy editing, the film's rected via savy editing, the film's rich and exploitable bally, pay off, in tho and, with all of names in cast some pood grosses in Italy and the remainder of the Continent. Off-slove chances are more limited, with the pic looming mainty as a specialized bet. This was shown in competition.

Plot deals with a south Italian content of the content of with the pic looming mainty as a specialized bet. This was shown in competition.

Plot deals with a south Italian content of the content

way. It's plotted in the form ow way. It's plotted in the form of an epic poem, each stanza dedicated to a member of the group. Rocco is the all-good brother who falls for the sam girl, Nadia, a prostitute, as his brother Simone does. He reluctantly gives her up, but the affair ends tragically anyway with Simone killing Nadia. Offier brothers break off and live lionest lives on their own while Rocco is tormented by the tragedy and wishes only to return to the and wishes only to return to the land where he was born. There are many other facets to the plot, all of them serving the central motif.

Film chronicles the adventures of a successful journalist and a little baker during the last war. It deals with the good Germans and their tribulations as well as the complicated French loyalties under the occupation. Pic is solidly told though somewhat rambling, and looms as an important art entry abroad on the basis of its selection as the Venice Fest win Finner.

The newsman goes in service to prove himself though he might have had an out while the little timid baker is, in the army because he has to. There are no war scenes 'Vet the impact of the mai story 'Vet the impact of the mai story.'

because

The follows their return to both. The newsman gains a top position on a liberation paper but looses the woman he bothe. The newsman gains a top the baker finds his wife cold and only thinking of business, and decides to go back to the German town.

Characters are somewhat dimensional. The newspaperman deals in a return to a college of the c

known about these pix in the Westcountries. Satyajit Ray broke

countries. Satyajit Ray broke
thru via fest kudos and made an
art house dent ith his "Pather
Panchali," and lesser known film
makers are Raj Kapoor ("Boot
Polish"), and Bimal Roy ("One
Acre of Land"). Now comes a talented newcomer, Mrinal Sen, with
a moving, human film that rates
art consideration broad.

The struggle between the fw
Guinness finds his daughter in a
public house with a young corporal,
and strikes the soldier. That's a
jous offense under military law,
deal with the case, he chooses to
art consideration broad.

The film is fluid and deceptive-The film is fluid and deceptive by simple as it recounts the important aspects of the life of poor, thirtyish salesman. He marries a 16-year-old girl, loses His mother, begins to lose his knack at his job, and the coming World War II and famine, 4it is 1943-bring on a nervousness and firitability that lead to a savage argument with his wife and her subsequent suicide.

# Tunes Of Glory (BRITISH-COLOR)

Powerful Powerful performances by Alec Guinness and John Mills as rival commanders in a Scot-tish regiment; looms as sturdy performances

Venice, Sept. 6.

United Artists release of a Colin Lesslie production. Stars Alec Guinness. John Mills: features Dennis Price. Kay Walsh. John Fraser. Directed by Ronald Neame. Screenplay. James Kennaway; camera. Arthur Ibbelson, editor. Anne Coatest. Arthur Belson. Golffen. Alec Guinness Fest. Sept. 4, 60. Running ti 105 MiNS. Lt. Col. Joec Sinclair. Alec Guinness Col. Basil Barrow. John Mills Second in Command. Dennis Price Col. Piper Flaser. John Fraser Morag. Susannab Wary Lapt. Jimmy Cairns Gordon Jackson Major Simpson Alan Cuthbertson

Alec Guinness again plays a colonel in the British army, and after his memorable Oscar-winning performance in Bridge of the River Kwai," provides an obvious and powerful exploitation angle for his latest film. But in "Tunes of Glory," which was the official British selection for the Venice Fest, he has to compete for acting honors against John Mills—and the honors are even.

honors against John Mills—and the honors are even.

Both Guinness and Mills are cast as colonels, the former a man of humble origin who had risen from the ranks, the other a product of Eton, Oxford and a classy military academy. It is the clash of personalities between the two that provides the main stor thread, and the stimulating histrionic battle should help this to become a sturdy bo, contender, particular in the U. S. where the Guinness mam means somethi

"Tunes" is the story of a Scottish regiment in peacetimic commanded by Guinness. He's reasonably popular, with his fellow officers, though a few appear to resent his rough-and-ready behavior in the mess. His is only an acting command, and citing he was reserved.

sent his rough-and-ready behavior in the mess. His is only an acting command, and when he is super-seded by John Mills (whose grand-father had commanded the sam regiment) the clash is inevitable. The new regimental commander sets about his tightening discipline and improving the administration, but as he does so he slowly realizes he is losing the confidence and sympathy of his fellow officers.

but as he does so he slowly realizes he is losing the confidence and sympathy of his fellow officers.

It's not only the rank and filers who suffer under the new regime the officers, loo, are put through their paces, and are exposed to a final indignity when all of them—Mills and Guinness cluded—ar ordered to a pre-reveille parade for refresher dancing lessons. At the same time, there is a growing cleavage in the mess, with some of the officers openly siding with the old commander against the new, thus hypoing the unconcealed tension.

The struggle between the tw

a courtmartial. Only, his second in command encourages him to pursue this line of action. The realization that the entire regiment is against him eventually leads to a change of mind—and to suicide when he recognizes he's failed it his job

when he recognizes he's laneu. 1 his job.
Ronald Neame's erisp and vigorous direction keeps the main spotlight on the two central characters, and no director could be better served by his stars. Nonetheless, the other characters are clearly established even though they play a comparatively minor role in pic. Arthur libbetson's camerawork, Anne Coates' smooth editing and particularly Malcolm Arnold's music are plus technical credits. The Scottish regimental atmosphere is enhanced by the adroit use of pipers.

# HOT B.O. SUMMER; TEPID FALL?

# **Venice Festival Winners**

Venice, Sept. 13.

Golden Lion for best picture "Le Passage Du Rhin" directed by Andre Cayatte (France). Luchino Visconti; director of "Rocco and his Brothers" (Italy). Shirley Maclaine in "The Apartment" (U.S.A.).

Volpi Cup—Best Actors "John Mills in "Tunes of Glory" (Britain).

Best First Effort "Florestano Vancini, director of "La Lunga Notte Del '43" (Italy). Catholic Prize "Le Voyage en ballon" (France). International Critics (Fipresci) "Rocco and his Brothers" (Italy) and "El Cochecito" (Spain). Talian Critics' Award "No Greater Love" (Japan). "No Greater Love" (Japan). "No Greater Love" (Japan). Italian Critics' Award
Saint George Prize
Italian Critics' Award to
non-competitive film
Honorable mention "Shadows" (U.S.A.)
"Un, Deux, Trois Quatre" (France) shown opening night out of competition

# **Venice Fest Winds In Uproar**

to fall in line with the majority viewpoint.

Though there was the prolonged conflict over picking the winning films, there was little dispute among the jury members when it came to choosing the actor and actress to collect the Volpi\*Cups. John Mills had a walkover victory from Sir Alec Guinness as the best actor with eight vote to two. Both, of course, are the co-stars of the official British entry, United Artists "Tunes of Glory." A Japanese actor had a single vote, Shirley Maclaine had a seven-three majority over Sandra Milo. as the best actress for her performance in United Artists "The Apartment." Miss Milo was one of the stars of another Italian competitor "Adua and Company." The prize for the the best first film by a new director went to Florestano Vancini for Italy's "La Lunga Notte Del '43."

Among the auxiliary prizes the

Among the auxiliary prizes the Among the auxiliary prizes the Japanese entry, "No Greater Love" was the only one to collar two awards. It received the St. George Award as well as being picked by the Italian critics: The latter group also picked John. Cassavedes' "Shadows" as the best film in the nonaiso picked John Cassavedes' Shadows" as the best film in the non-competitive information section. The international critics prize was divided between "Rocco" and a non-competitive Spanish film, "El Cochecito." The Catholic Award went to another French entry, "Voyage en Ballon."

divided between "Rocco" and a non-competitive Spanish film, "E Cochecito." The Catholic Award went to another French entry, "Voyage en Ballon."

An unprecedented feature of the Venice Fest was the tremendous mileage of celluloid unspooled both in and out of competition. The Japaness set the pace with an entry in the spanish set three-and-a-half hours plus intermission. The Poles were not far behind with "Teutonic Nights" which lasted three-and-a-quarter hours, and the three-and-a-quarter hours, and the transition of general sales manager, he defined in the poles were not far behind with "Teutonic Nights" which lasted three-and-a-quarter hours, and the total tree-and-a-quarter hours, and the tree-indian "Rocco" was just a minute of the other contenders were in the 120-minutes plus category, and the 120-minutes plus category, and this, together with the two to three films shown daily in the information section and the morning retro-

renouncing the prize and asking spective session (usually with a for his message to be read out to double bill of old-time classics), the audience. That not done, and the message was virtually sup-sible task, even for the most dont arbusiset.

Although "Rocco" had been widely tipped as the winner from the first day of the fest, the jury mainded as the winner from the deadlock appeared to be imminent, as straight vote between the two films gave six points to "Rocco" and five to the other. The jury president, Marcel Archard, would not allow that procedure to be followed, and in the final count it was a six four victory for "Rhin." try had hogged four of the 14 inwith a single vote for "The Apartment."

Being opposed to "The Apartment."

followed, and in the final count it was a six-four victory for "Rhin." try had hogged four of the 14 inwith a single vote for "The Apartment."

Being opposed to giving the Golden Lion to the French, entry, the Soviet juryman advocated a joint first prize for both "Rhin" tander and "Rocco." and said he would decline to sign on the dotted line unless that course was followed. Another jury nember threatened to abstain from signing if that course was followed, and at a final session at 7 p.m. on the closing light. Bondarchuk was persuaded Export Assn. Secondly, he nightly to fall in line with the majority giveypoint.

Though there was the prolonged on matters of mutual interest. The U.S. appeared to be the only country indulging in this form of socializing and it was the subject of favorable comment among tradesters of all countries.

# Slate 'Marcus Plan' Test by Pitt Exhibs: Start With 'Jungle Cat'

The so-called Marcus Plan, under which exhibitors in a given area join in the merchandising of a picture in cooperation with the distributors, will be tried out in the Pittsburgh area next month with Walt Disney's "Jungle Cat." Numerous other features are to be involved in a test that's to run six months and has the consent of the territory's theatremen along with the sales heads and ad managers of the Motion Picture Assn of America member companies, Idea calls for the use of all avallable ad media to promote a picture with the cost above each theatre's normal house budget to be shared by the exhibitors and the distribs. It was initiated in Milwaukee by circuit operator Ben Marcus. a picture in cooperation with the

# 'ORPHAN' PERIOD

By HY HOLLINGER

By HY HOLLINGER

Labor Day signaled the end of the lush summer season, now the traditional boxoffice boom time. The final weekend was one of the best in a number of years and the general activity this summer was heartwarming to both exhibitors and distributors. However, with the mass return to school, the end of the vacation period, the comeback of the top television shows; and the general back-to-the-grindstone movement, exhibitors are again worrying.

If past experience is any

If past experience is any criterion the b.o. may take a dive from now to Thanksgiving. The upcoming period is one of the worst of the year and, in many years, has been able to dilute the gains of the lucrative summer stanza.

gains of the lucrative summer stanza.

Despite the dedicated one-man fight for orderly distribution throughout the year by Edward L. Hyman, v.p. of American Broadcasting-Paramount Theatres, indications are that the distributors will not be putting their best foot forward in the September-to-Thanksgiving period. With a few notable exceptions, the product that will be offered up to late November has a lacklustre appearance. Not included, of course, are a number of hardticket entries which will be available for special run of films, according to realistic exhibitors, hardly has the zing that will continue the film-going habit of the summer season.

Surprise Sleepers?

#### Surprise Sleepers?

Surprise Sleepers?

No distributor, to be sure, will admit that his offerings are of a secondary quality, but a practiced perusal of the titles, the casts, and the origins of the majority of the pictures that will be placed on the market from now to Thanksgiving provides ample proof of what the nation's box office will face. There might be a sleeper or two in the batch of releases, but recent experience has shown that such things as sleepers are practically non-existent. In most cases, distributors and exhibitors are aware of the pictures that have a potential of big box office. In the terminology of some industryites, "it smells right," meaning that the entire package, including story, cast production values, and promotion campaign provide an aura of success.

campaign provide an aura of success.

Comes the end of November and the "orphan period" dramatically ends with a rash of entries that have the blockbuster gleam. For example, there's Metro with "Butlerfield 8," starring Elizabeth Taylor, Warner Bros, with Fred Zinnemann's "The Sundowners," starring Deborah Kerr and Robert Mitchum; 20th-Fox with "Go North," starring John Wayner United Artists with "The Magnificent Seven," Paramount with Elvis Presley's comeback picture, "GE Blues", Columbith with "Surprise Package," starring Yul Brynner; Universal with "Midnight Lace," starring Doris Day and Rex Harrison, and Allied Artists with "Dondi," based on the syndicated comic strip by Gus Edson and Irwin Hansen.

On the basis of the release scheduled compiled by Hyman, with the information forwarded by the film companies, here's a rundown of the pictures scheduled for release between now and Thanksgiving.

# EXHIBS GRIPE ON Stratford Winds 5th Film Fest; Needs New Theatre, Better Selection System

#### Stratford Winners

Stratford, Ont., Sept. 13.
The Japanese "To Live" was chosen as the best film of the two-weeks". Shakespearean (Ontario) Film Festival, with product of some 30 nations screened, Special commendation went to France's "Hiroshima Mon Amour." India's "The World of Apu," Sweden's "Wild Strawberries" and Russia's "Serge."

Judged the best actor was

sia's "Serge."
Judged the best actor was
Trevor Howard for his role in
"Sons and Lovers;" best actress
to French-born. Emmanuelle
Riva for her role in "Hiroshima
Mon Amour." Latter film also
won the award of the Canadian
Federation of Film Societies.
Best director award was
shared by Akira Kurosawa for
"To Live" and Georgi Danela
for "Serge."

Special commendations for.

Special - commendations for shorts went to "Unseen Enemies" (UK), Shell Film Unit; "Universe," National Film Board of Canada; "The Tournament," Poland; and "The Violinist" and "The Interview," Ernest Pintoff.

# Japan's 'Love' Wins Venice Kudos, So Brandon Tries Again After Initial Flop

Bolstered by the critical acclaim pean festivals for me grams," said Hayes. won by the Japanese "No Greater Love" at the recently concluded Venice Film Festival, Brandon Films will reopen the pic, preemed here last December as "The Human Condition," in five situations in the next two weeks. At the Venice meet, pic was given the Italian Critics Prime as well as the cultural San Giorgio prize. [Film was reviewed in Variety, Dec. 30, 1959.]

Prexy Tom Brandon opened his four-month festival of Japanese films at the Little Carnegie in New York last winter with "Condition," but film, which had been set for a two-week date, was clobbered by the N.Y. daily critics and pulled after one week. Pic, set in 1943 Manchuria and anti-war in theme, tells of the efforts, heroic but futile, of a Japanese civil service worker to better the lot of Chinese prisioners of war. prisioners of war.

prisioners of war.

In New York Friday (9). Brandon said that he felt the N.Y. critics had not been prepared to accept the theme of the film last December, and that the "revelations" brought about by the Tokyo riots in th spring had definitely prepared the Venice audiences for new York was the price message. pic's message.

Indie distrib also said that be-Indie distrib also said that because of the pacifist nature of the pic, the Japanese Counsul General in New York had withdrawn his support from the Little Carnegie Japanese fest last winter. Idea presumably was that with the upcoming ratification of the U.S. Japanese defense treaty, consul general did not want to exploit this kind of picture. (It may also have been that the diplomat found film a somewhat grizzly picture of Japanese

By GERALD PRATLEY

Stratford, Ont., Sept. 13. More by good fortune than design Stratford's Fifth International Film Festival (Aug. 22-Sept. 3) was again marked by an impressive collection of films. However, as in previous years, the showing of them was an extremely dull affair at the 50-year old ex-vaudeville Avon theatre, on the town square, which has been rightly described as "a tired house."

Twenty-five features (two a day for two weeks with two Saturday morning children's features) and about 60 shorts were entered. The basis for selection was a hit andmiss affair in which some films were requested by title by the festival and others are submitted unknown by embassies.

With Canada now enjoying three international festivals all recognized by the International Federal as non-competitive events, Strat-ford is worried that one may have to go unless duplication in entries is avoided and distributors are asked to send films in to Canada on three different occasions.

John Mayes, assistant adminis-trator at Stratford, plans to speak to Guy Cote of Montreal and Maryon Talbot of Vancouver. "We Maryon Taibot of Vancouver. We hope to arrange some co-ordinated effort on behalf of the three Canadian festivals to get some of the award-winning films at the European festivals for next year's pro-

This would be most unfortunate, for anyone attending the new million-and-a-half dollar theatre for the annual Stratford Shakespearean Festival can see what a true festival atmosphere is like. A new theatre for films and concerts close to it would make Stratford unique on the North American confinent.

If the organizers had quibbled over building the new theatre for the plays in the same way they are now quibbling over building a new house for concerts and pix, then Stratford never would have come into being.

"What would we do with a movie theatre in the winter." they say, forgetting the people of Stratford are not so unintelligent they would not appreciate a good film house to see properly-chosen films during the winter months.

While the films were good, the festival made no attempt to search festival made no attempt to search for something significant and unshown, such as Montreal with Bunuel's "Nazarin" and Vancouver with Leopoldo Torre Nilsson's "Fin De Fiesta." And four entries all go into commercial distribution within weeks of being here: "Hiroshima Mon Amour," "Sons and Lovers," "Wild Strawberries" and "The Royal Ballet," which played to full houses.

The short subjects well-chosen

of picture. It may also have been that the diplomat found film a somewhat grizzly picture of Japanese militarists—what with decapitations and tortures featured prominantly in the story—and serving no good public relations purpose in general, pacifist or not.)

Shortly after "Condition" was pulled from its Little Carnegie bow, Brandon indicated that he might reedit film and promote it for its more sensational aspects. Now, however, because of the Venice accolades, he plans to give it the high-minded approach again, playing up the Venice prizes and film's reflection of a large segment of Japanese opinion which, he claims, many Americans either didn't know-of or didn't want to recognize last winter.

# L.A. Way Off; 'Young Men' Big 27G, Love' 15G, 3d; Bells' Light \$14,000, 'Eternity' Hep 13G, 2d; 'Psycho' 7G

Los Angeles, Sept. 13.

First-runs are taking a sharp drop this session, with only one newcomer to help. Torrid weather and reopening of school are contributing to the lowest take here

tributing to the lowest take here in 12 weeks.

"All the Young Men." lone incomer, looks big \$27,000 in three theatres, However, many holdovers are sagging. "Let's Make Love" listrated heavy at \$15,000 for third Chinese stanza followed by "Bells Are Ringing" which shapes light \$14,000 in second frame for four bourses.

houses.
"Hell To Eternity" is likely good
\$13,000 for second round in two
spots. "Ben-Hur" still is holding up

"Hell To Eternity" is likely good \$13,000 for second round in two spots. "Ben-Hur" still is holding up strongly among hard-ticket pix with a sock \$29,300 in 42d session at Egyptian. "Psycho" is potent in fifth round in two houses.

Estimates for This Week
Downtown. Pix, Wiltern (B&B-Prin-SW) (1.757; 756; 2.344; 90-\$1.50);—"All Young Men" (Col) and "Enemy General" (Col). Big \$27-\$200. Last week, Downtown with "Enemy General" (Col). Big \$27-\$200. Last week, Downtown with "Enemy General" (Col). Big \$27-\$200. Last week, Downtown with "Iris, "Psycho" (Par) 44h wk). \$13.-\$500. Pix, Wiltern with Downtown Paramount. "Crowded Sky" (WB). "Man Upstairs" (Indie), \$18.700.

Pantagee, Los Augeles (RKO-FWC) (2,815; 2.019; 90-\$2)—"Hell to Eternity" (AA) (2d wk) and "Kings Go Forth" (UA) (reissue). Good \$13,000. Last week, \$28,200. Hillstreet, Hawaii (Mctropolitan-G&S) (2,752; 1,106; 90-\$1.50)—"13 Ghosts" (Col) and "Electronic Monster" (Col) (2d wk). Slin \$6,000. Last week, \$17,800.

Beverly (Elect) (1,150; \$1-\$2!—"Subterraneans" (M-G) (2d wk). Slin \$6,000. Last week, \$2,200. State, Four Star, Vogue, Baldwin (UATC-FWC-Elect) (2,404; 868; 810; 1,800; 90-\$1.50)—"Bells Are Ringing" (M-G) (2d wk). "Edge of City" (M-G) (reissue) (State). Light \$14,-000 or near. Last week, \$22,900.

Hollywood (FWC) (756; 90-\$1.50)—"eration Amsterdam" (20th) (2d wk). Stout \$5,000. Last week, \$6,800. Chinese (FWC) (1,408; \$2-\$2.40) (Continued on page 16)

# 'Paradise' Proud 15G In Balto; 'Psycho' Rousing

\$7,000, 8th, 'Love' 5G, 2

Baltimore. Sept. 13:

Over-all picture is only fair this week with holdovers and cooler weather prevailing. Happ'est item is twin bill "Nature's Paradise" and "Female and Flesh," sock at the Control Ret of Polydover are the Century. Best of holdovers are "Psycho," great in eighth week at the Aurora, "Ben-Hur," steady in 24th round at the Town; "Let's Make Love" oke in second at the New and "It Started in Naples" good in third week ate the Charles. "Ocean's 11" is down in fourth at the Stanton while "Strangers When We Meet" is warm in third at the Hippodrome. "Can-Can" took slight upswing with "last weeks" tag at Mayfair where in 16th week. the Century. Best of holdovers are

weeks" tag at Mayfair where m 16th week.

Estimates for This Week
Aurora (Rappaport) (367;
\$1.501—"Psycho" (Par) (8th wk).
Great \$7,000 after same in seventh.
Century (Fruchtman) (3.200; 50\$1.251 — "Nature's Paradise" (Indie) and "Female and Flesh" (Indie). Sock \$15,000. Last week, "Pay
or Die" (AA), \$4,000.

Charles (Fruchtman) (500; 50\$1.251—"Started in Naples" (Par)

5)—"Started in Naples" (Par) wk). Good \$4,500 after \$5,000

(3d wk). Good \$4,500 after \$5,000 in second.

Cinema (Schwaber) (460; 90-\$1.50)—"Come Dance With Me"
(Union) (4th wk). Oke \$2,500 after \$2,800 in third.

Five West (Schwaber) (460; 90-\$1.50) — "Subterraneans" (M-G) (2d wk), Fair \$2,800 after \$3,000

opener.

Hippodrome (Rappaport) (2,300; 50-\$1.25) — "Strangers When We Meet" (Col) (3d wk). Okay \$5,000 after \$8,000 in second.

Little (Rappaport) (300; 50-\$1.50) — "Man in Cocked Hat" (SCA) (repea?). Good \$3,000. Last week, Hard All Right, Jack" (Col) (9th wk), \$2,700 —"Man in Cocked Hat" (SCA) (repeat). Good \$3,000. Last week, "I'm \$1.75-\$2.65)—"This Is Cinerama" (Cinerama) (reissue) 3d wk). Continues lively at \$12,500. Last week, \$17,000.

(Continued on page 16)

# **Key City Grosses**

Estimated Total Gross
This Week \$2,524,900
(Based on 23 cities and 259 theatres, chiefly first runs, including N. Y.)

Last Year \$2,323,300 (Based on 22 cities and 230 theatres.)

# **'Usher' Whopping 52G Tops Toronto**

Toronto, Sept. 13.

Newcomers here include "The Time Machine," socko at Uptown, and "House of Usher," which is breaking all house records at a nine-theatre combo, where playing. "Doctor in Love" shapes wow at Rank showcase, the Carlton. Holdovers include "Psycho," in fifth frame at Hollywood where still smash. "Let's Make Love," in second stanza at Imperial Is good. "From the Terrace" in seventh stanza looms hefty at the Hyland. Estimates for This Week.

Beach, Century, College, Downtown, Glendale, Midtown, Oakwood, Prince of Wales, Runnymede (FP-Taylor) (1.288; 1.338; 1.499; 1.059; 995; 1.089; 1.381; 1.200; 1.385; 50-90)—"House of Usher" (AF). With all houses breaking standing records, a terrific \$52.000. Last week, "Murder, Inc." (20th), \$40.000.

Carlton (Rank) (2.318; \$1-5.50)—"Doctor in Love" (20th) Wham

Last week, "Murder, Inc." (20th) \$40,000.

Carlton (Rank) (2,318: \$1-\$1.50)

"Doctor in Love" (20th) Wham \$18,000. Last week, "Elmer Gantry" (UA) (3d wk), \$10,000.

Hollywood (FP) (1,080; \$1-\$1.25)

"Psycho" (Par) (5th wk). Huge \$15,000. Last week, \$15,500.

Hyland (Rank) (1,057; \$1-\$1.50)

"From Terrace" (20th) (7th wk). Hefty \$9,000. Last week, \$11,000.

Imperial (FP) (3,343; \$1-\$1.25)

"Let's Make Love" (20th) (2d wk). Lush \$13,000. Last week, \$15,000.

Loew's (Loew) (2,745; \$1-\$1.25)

"Bells Are Ringing" (M-G) (3d wk). Okay \$10,000. Last week, \$13,000.

Tivoli (FP) (935; \$1.50-\$2.50)

"Can-Can" (20th) (24th wk). Fine \$7,000. Last week, same.

Towne (Taylor) (693; \$1-\$1.50)

"School for Scoundrels" (Cont) (4th wk). Sturdy \$5,500. Last week, \$6,000.

University (FP) (1,363; \$1.50-\$2,75)

University (FP) (1.363: \$1.50-\$2.75) — "Ben-Hur" (M-G) (39th wk). Steady \$9,000. Last week,

\$10,000, Uptown (Loew) (2,745; \$1-\$1,25) —"Time Machine" (M-G). Big \$12,000. Last week, "College Con-fidential" (U), \$4,500.

good in tourth at Music Hall.
Estimates for This Week
Blue Mouse (Hanrick) (739;
1.50-\$3)—"Ben-Hur" (M-G) (32d
k). Big \$10,000. Last week,

wk). Big \$10,000. Last week, \$13,600.
Coliseum (Fox Evergreen) (1,870; \$1-\$1,50)—"One Foot In Hell" (20th), "Murder, Inc." (20th). Mild \$6,000. Last week, "Started In Naples" (Par) and "Wake of Stranger" (Par) (2d wk). \$7,200 Fifth Avenue (Fox-Evergreen) (2.500; \$1-\$1.50) — "Let's Make Love" (20th) and "Young Jesse Last week, \$10,000.
Last week, \$10,000.
Music Rox (Hamrick) (800; \$1-\$1.50)—"Elmer Gantry" (UA) (8th wk). Oke \$4,000. Last week, \$4,900. Music Hall (Hamrick) (2.200; \$1-\$1.50)—"Oceans' 11" (WB). (4th wk). Oke \$4,000. Last week, \$10,400.
Orpheum (Hamrick) (2.600; \$1-\$1.50)—"College Confidential" (U) and "4 Fast Guns" (U) (2d wk). Lean \$3,000. Last week, \$4,500.
Paramount (Fox Evergreen) (3.000; \$1-\$1.50)—"Psycho" (Par) (3d wk). Mighty \$18,000 or near. Last week, \$28,000.

# 'Psycho' Socko 9G, Cincy; 'Ocean' 10G

Cincinnati, Sept. 13.

Film trade here this week shapes above par with holdovers the mainstays. "Psycho" looms socko in seventh stanza, on heels of third-week "Ocean's 11" for first-run lead. "Bellboy is rated okay in third frame and "Elmer. Gantry" fairish for same week.

Lone new bill, "High School Caesar" and "Date Bait," looks firm at Twin Drive-In. "Carry On Nurse," in fifth week, tops arties. "Can-Can" bids okay in 12th week, as does "Ben-Hur" for 26th session.

# Estimates for This Week

Retimates for This Week
Albee (RKO) (3,100; 90-\$1.50)—
"Ocean's 11" (WB) (3d wk), Good
\$10,000. Last week, \$13,500.
Capitol (SW-Cinerama) (1,400;
\$1,25-\$2.75) — "Ben-Hur" (M-G)
(26th wk). Okay \$11,000, reflecting
school dip. Last week, \$12,000, a
slump being caused by breakdown
of cooling plant.
Esquire Art (Shor) (500; \$1)—
"Carry on Nurse" (Gov) (5th wk).
Hotsy \$2,500. Last week, \$3,200.
Grand (RKO) (1,400; \$1-\$1.50)—
"Psycho" (Par) (7th wk). Socko
\$3,000. Last week, \$12,500.
Gulld (Vance) (300; \$1)—"The
Swan" (M-G) (2d wk). Fair \$1,400.
Same for opener.
Hyde Park Art (Shor) (500; \$1)—
(Continued on page 16)

# Usher' Potent \$8,500, Mpls.; 'Terrace' Big 8G, 'Ocean' Sockeroo 10G, 4th

Minneapolis, Sept. 13.

It may be some kind of a record here currently because there are no new entrants. This is evidence of the downtown's boxoffice health because all of the holdovers merited their staying on by reason of boff biz. The two hard-ticket pix, "Ben-Hur" and "This Is Cinerama," are in their 29th and third weeks, respectively. "The Apartment" and "Pollyanna" are chalking up 10th rounds. "Ocean's 11" is lusty in fourth round. "Trom the Terrace" is big in third. race" is big in third.

"House of Usher" looms fancy in second. Start of school is an ad-verse biz factor, but the end of weekend heat wave helps.

Academy (Mann) (947; \$1.75-\$2.65) — "Ben-Hur" (M-G) (29th wk). Great \$12,000. Last week, \$13,000.

Contege Condential (U) (2d WK). Fair \$3,000. Last week, \$5,000. Lyric (Par) (1,000; \$1-\$1.25) — "Portrait in Black" (Col) (4th wk). Still okay at \$4,000. Last week

RKO Orpheum (RKO) (2.800; \$1-\$1.50)—"Ocean's 11" (WB) (4th wk). Lusty \$10,000. Last week,

# Psycho' Wham \$18,000, Seattle, 'Love' \$7,000 Seattle, Sept. 13. Fall weather has arrived here but biz shapes spotty. However, there's no holding back "Psycho," mighty in third Paramount week. "Let's Make Love" is only fair at Fifth Avenue for second round. "Elmer Gantry" is okay for 8th stanza at Music Box. "Ocean's 11" is good in fourth at Music Hall. Estimates for This Week Blue Mone. Wednesday, September 14, 1960 Angel Good \$15,000 in Hub; 'Naples' Lush 12G, 3d, 'Dance' Neat 10G, 2 There's a boxoffice slutfoff he with hot weather, opening of let season and saturation of held. Estimated Total Good \$15,000 in Hub; 'Naples' Resimated Total Good \$15,000 in Hub; 'Naples' Lush 12G, 3d, 'Dance' Neat 10G, 2 There's a boxoffice slutfoff he with hot weather, opening of let season and saturation of held. Lush 12G, 3d, 'Dance' Neat 10G, 2d

Estimated Total Gross
This Week \$552,700
(Based on 27 theatres)
Last Year \$526,400
(Based on 26 theatres)

# Ocean' Brisk 15G. Philly; 'Elmer' 9G

Biz Sunday and Monday was badly damaged by Hurricane Donna but trade still is strong at many first-runs this session. However, first-runs this session. However, this handicap is cutting into the longruns now in fourth and fifth weeks or longer. "It Started in Naples" shapes great in second Goldman stanza while "Ocean's 11" looms loud in sixth Stailey round. "Psycho" looks big in 12th Arcadia week.

Arcadla week.

One of few newcomers, "Night-fighters" is rated quiet at the Viking while "Quiet Flows the Don" looks brisk at the World. Too, "Ritual of Love," heading a dual bill, still is sock in second frame at the arty Studio.

"Elmer Gantry" shapes smart in seventh Stanton week. "Hell To Eternity" looms fine in third Fox round. "From the Terrace" is hep in fifth round at Randolph.

Estimates for This Week.

## Estimates for This Week

Estimates for This Week
Arcadia (S&S) (536; 99-\$1.80) —
"Psycho" (Par). (12th wk). Big
\$9,000 or near. Last week, \$11,000.
Boya (SW) (1.502; \$1.40-\$2.75) —
"Ben-Hur" (M-G) (42d wk). Big
\$22,000. Last week, \$23,500.
Fox (Milgram) (2.000; 99-\$1.80)—
"Hell to Eternity" (AA) (3d wk).
Fine \$10,000 or over. Last week, \$16,000.
Goldman (Goldman) (1.200; 99-\$1.80)—

\$16,000.
Goldman (Goldman) (1,200; 99\$1,80)—"Started in Naples" (Par)
(2d wh). Great \$17,000. Last week,
\$28,000.
Midtown (Goldman) (1,000; \$2\$2,75)—"Can-Can" (20th) (20th
wk). Neat \$8,000. Last week,
\$9,000

wk). Neat \$8,000. Last week, \$9,000. Randolph (Goldman) (2,500; 94-\$1.80) — "From Terrace" (20th) (5th wk). Hep \$7,500. Last week, \$8,500.

\$8,500.

Stanley (SW) (2,500; 99-\$1.80)—
"Ocean's 11" (WB) (6th wk). Loud
\$15,000. Last week, \$18,500.

Stanton (SW) (1,483; 99-\$1.80)—
"Elmer Gantry" (UA) (7th wk).

Smart \$9,000 or over, Last week,

Smart \$9,000 or over, Last week, \$12,000.

Studio (Goldberg) (483; 99-\$1.80)

Ritual of Love" (Indie) and "Love Specialist" (Indie) (2d wk). Big \$5,000. Last week, \$7,500.

Trans-Lux (T-L) (500; 99-\$1.80)

"Pollyanna" (BV) (10th wk). Okay \$4,200. Last week, \$5,800.

Viking (Sley) (1,000; 99-\$1.80)

"Nightfighters" (UA). Quiet \$7,000. Last week, "Lost World" (20th) (7th wk), \$4,000.

World (R&B-Pathe) (410; 99-\$1.80) — "Quiet Flows the Don" (UA). Brisk \$5,000. Last week, "Come Dance With Me" (Union) (4th wk), \$2,200.

## 'Ocean' Smooth \$6,000 In Indpls; 'Psycho' 7G

Indianapolis, Sept. 13.
Biz is running in narro Ben-Hur" and "This Is Cinerama, Inc.) (1,150; 1,75-2,65)— "This Is Cinerama" (20th week, \$4,000.

Last wee groove at first-runs here this

There's a boxoffice sluffoff her with hot weather, opening of legi season and saturation of holdover

with not weather, opening of legit season and saturation of holdovers plus back-to-school movement of all contributing factors: Deluxers nabbed a better than expected holiday weekend, but offish biz has now set in. Only two entries this round, "Angel Wore Red," slick at the Orpheum and "One Foot in Hell" good at the Pilgrim. "Started in Naples" is leading the holdovers at Gary by a wide margin. "Come Dance With Me" is holding well in second at Beacon Hill. "Hiroshima Mon Amour" is nice in second round at New Fenway. "Ocean's 11" is a hot ticket at Memorial fifth week. "Psycho" is still potent in 12th at Paramount. Paramount.

Trans-Lux has been renamed the State Estimates for This Weel

Astor (B&Q) (1.270; \$1.75)— "Strangers When We Meet" (Col) (4th wk), Good \$9,000. Last week, \$11,000.

(4th wk), Good \$9,000. Last week, \$11,000.

Beacon Hill (Sack) (678; \$1.50)—
"Come Dance With Me". (Union) (2d wk). Fat \$10,000. Last week, \$14,000.

Boston (Cinerama, Inc.) (1,354; \$1.20-\$2,65)—"This Is Cinerama" (21st wk). The 20th week ended Monday (12) was neat \$8,200. Last week, \$7,000.

Capri (Sack) (900; \$1-\$1.50)—"From Terrace" (20th) (9th wk). Bright \$6,500. Last week, \$6,000.

Exeter (Indie) (1,376; 75-\$1.25)—"School for Scoundrels" (Cont) (5th wk). Fourth week ended Friday (Continued on page 16)

(Continued on page 16)

# 'Sky' Crowded \$9.500 In K.C.; 'Terrace' Trum 6G, 4th, 'Ocean' Hot 9G, 3d

Ath, Ucean Hot 94, 36

Kansas City, Sept. 13.

Single newcomer to hardtops is "Crowded Sky," doing sturdy biz at the Paramount. Long list of impressive holdovers sees "From Terrace", at Plaza, "Ocean's 11" at the Uptown and. "Ben-Hur" at the Uptown and. "Ben-Hur" at the Capri, all doing well. "Psycho," i sixth session, and "Ocean's 11," in third are the standouts of these. Season's hot spell gave way to pleasing temperatures as schools opened throughout the area.

Estimates for This Week

Estimates for This Week

Brookside (NT) (800: \$1.50-\$2)—
"Can-Can" (20th) (13th wk). Mild
\$2,700; holds. Last week, \$4,000.
Capri (Durwood) (1.260: \$1.50\$2.50)—"Ben-Hur" (M-G) (33d wk).
Stout \$11,500; stays. Last week,
\$12,000.

\$12,000.
Fairway (NT) (700; \$1)—"Carry
On Nurse" (Gov) (10th wk). Still
okay at \$1,600, for one of longest
runs on record at this house. Last
week, \$2,000.
Kimo (Dickinson) (504; 90-\$1.25)
—"Cranes Are Flying" (WB) (2d
wk). Okay \$1,500. Last week,
\$2,000

wk). Oray \$1,500.
\$2,000.

Midland (Loew) (3,300; 75-\$1)—
"Angel Wore Red" (M-G) and
"Cage of Evil" (UA) (2d wk). Drab
\$4,000. Last week, \$6,000.

Missouri (RKO) (2,389; \$1-\$1.25)\
"Psycho" (Par) (6th wk-4 days).

Nifty \$5,000. House closed Monday
(12) as ownership switched from
RKO to Durwood and facelifting is
on tap.

Paramount (UP) (1.900; 75-\$1)
"Crowded Sky" (WB). Flying high
at \$9,500; holds. Last week, "Hell
To Eternity." (AA) (2d wk), \$6,500.
Plaza (NT) (1,900; \$1.25)—"From
Terrace" (20th) (4th wk). Pleasing
\$6,000; continues. Last week, coupled with Granada, \$10,000.
Rockhill (Little Art Theatres)
(750; 90-\$1.25)—"Hiroshima Mon
Amour" (Zenith). Big \$2,000; stays.
Last week, second-runs.
Roxy (Durwood) (850; \$1-\$1.50)
—"Ocean's 11" (WB) (3d wk).
Smash. \$9,000; continues. Last
week, \$14,000.

Smash \$9.000; continues. Last week, \$14,000.
Uptown. Granada (NT) (2,043; 1,217; 90-\$1.25)— "Let's Make Love" (20th) (2d wk Uptown, 1st Granada). Medium \$7,500. Last week. Uptown only, disappointing \$7,000.
Kausas, Heart, Riverside, Crest (Finkelstein; Noah-Wiles; Commonwealth: 750 cars; 1,000 cars; 900 cars; 900. — "Murder, Inc." (20th) and "Young Jesse James" (20th). One-time hook-up of usually 2d-run ozoners. Good \$18,000.

### School Reopenings Slow Chi Albeit 'Strangers' Sock \$21,000; 'Men' Hep 19G, 'Gantry' Loud 20G, 'Storm' 15G

Chicago, Sept. 13.

Rirst-runs are sitting pat this round in as much as most school's have reopened. And though, moppets are less evident, biz looks to hold nicely for most longruns. World's "Easiest Profession" preem is nabbing a healthy \$5,800. New tandem at Monroe. "Trapped in Tangiers" plus "Young Jesse James," is figured for okay coin. "Strangers. When We Meet," is pulling happy third frame coin at the United Artists. "Elmer Gantry" is headed for a dandy fourth Woods session. Second week of Oriental's "September. Storm" is rated good. "Ocean's 11" continues sock in fifth Chicago stanza. "All Young Men" bids for a lively Roosevelt fourth session. "Jungle Cat," is luring a fast total for ditto frame at the Loop. "It Started in Naples" shapes big in Esquire sixth round. "Pollyanna" is rated okay for same State-Lake lap. Of hardticket pix, "Can-Can"

in Esquire sixth round. "Pollyanna" is rated okay for same State-Lake lap. Of hardticket pix, "Can-Can" is mild in 21st Palace round. and "Ben-Hur" continues torrid in 38th Todd Theatre canto.

Estimates for This Week Carnesie (Telem't (495; \$1.50)—"Street of Shame" (Indie) (2d wk). Oke \$3.500. Last week, \$6.200.

Chieago (B&K) (3,900; 90-\$1.80)—"Oceans. 11" (WB) (5th wk). Boff \$31,000. Last week, \$42.000.

Esquire (H&E Balaban) (1,350; \$1.25-\$1.80)—"Started in Naples" (Par) (6th wk). Nice \$9,000. Last week, \$10.500.

Loop (Telem't) (606; 90-\$1.80)—
Loop (Telem't) (606; 90-\$1.80)—

vek. \$10.500 Loop (Telem't) (606; 90-\$1.80)— Jungle Cat'. (BV) (4th wk). Fast 8.500. Last week, \$10.000. Monroe (Jovan! (1,000; 65-90)— Trapped in Tangiers' (20th) and Young Jesse James' (20th), Oke 4.600. Last week, "Date With Toung Jesse James (2014), Oke \$4,600. Last week, "Date With Death" (Indie) and "Hideous Sun Demon" (Indie), \$4,300. Oriental (Indie) (3,400; 90-\$1.80) (Continued page 16)

### 'Sky' Bright \$14,000 In D.C.; 'Gantry' Hot 12G, 4th; 'Love' Lively 13G

Ath, Love Lively 136.

Washington, Sept. 13.
General sluggishness here this session, with only a few bright spots altering the tone. Only initialer, "Crowded Sky," shapes for a five take in two theatres. "Psycho" retains plenty of wallop in seventh frame at the Town. "Elmer Gantry" shows strength at Keith's in fourth round. "Let's Make Love" is sliding a good total in third stanza at Capitol.

Estimates for This Week Ambassador Metropolitan (SW) (1,490; 1,000; 90-81,49).—"Crowded Sky" (WB). Nice \$14,000. Last week. "Ocean's \$11" (WB) (4th wk), \$13,000.

13.000 **Capitol** (Loew) (3.426; \$1-\$1.49) "Let's Make Love" (20th) (3d ck). Good \$13.000 following \$17,-

wkl. Good \$13,000 following \$17,500 for 2d round.

Keith's 'RKO (1.850; \$1-\$1.49)—
"Elmer Gantry" (UA) (4th wk).
Brisk \$12,000. Last week, \$14,000.

MacArthur (K-B) (900; \$1.10)—
"I'm All Right. Jack" (BL) (9th
wkl. Nice \$4,000 after \$5,400 in
week before:
Ontario (K-B) (1.240; 90-\$1.49)—
"It Started in Naples" (Par) (3d
wk). Okay \$8,000, Läst week,
\$11,000.

Palace (Loew) (2.390; 90.\$1.25)—
'All Fine Young Cannibals' (M-G)
2d wk) Poor \$8,500 following

(2d wk) Fou. \$12.000 opener. Playhouse (T-L) (458: \$1-\$1.80)—
"Come Dance With Me" (Union) (5th wk). Oke \$2.000. Week earlier,

\$2.400.
Plaza (T-L) (276: \$1.25-\$1.80)—
"Members Only" (Union) (9th wk)
and "Mating Time" (Union). Nice
\$4.400. The eight session of
"Members Only," was \$3,600.
Town (King) (800: \$1.51.49)
"Psycho" (Par) (7th wk). Great
\$13,000. after \$16,000. sixth
round

Trans-Lux (T-L) (600: \$1.25-\$2)

"Strangers When We Meet"
(Col) (11th wk). Good \$5,000. Last

(Col) (11th wk) Good \$5,000. Last week, \$5.400. Uptown (SW) (1.300; \$1.49-\$2.75) Uptown (SW) (1.300; \$1.49-\$2.75) (20th) (Fine \$10,000. Last week, \$6.200. Warner (SW) (1.440; \$1.49-\$2.75) Last Week, \$6.200. "Ben-Hur" (M-G) (26th wk) wki. Fair \$6,500 after second Great \$18,000. Last week, \$19,000, round's \$8,500.

#### Estimates Are Net

Film gross estimates as re-ported herewith from the various key cities, are net; i.e., without usual tax. Distrib-utors share on net take, when playing percentage, hence the estimated figures are net in-

The parenthetic admission prices, however, as indicated, include U. S. amusement tax.

### 'Wild' Tame \$7,500, Det.; 'Psycho' 25G

Downtown grosses are very healthy this week with "Ben-Hur." "Psycho," "Ocean's 11" and "Windlammer" continuing to do with the continuing to do "Psycho," "Ocean's 11" and "Wind-jammer" continuing to do great business. Lone newcomer, "Wild One," is quite tame at Broadway-Capitol. "From the Terrace" is strong in fifth round at the Mer-cury and "Can-Can" stays, hot in the 15th week at the Madison. Estimates for This Week

Fox. (Fox-Mich) (5,000; \$1.25-\$1.49)—"Let's Make Love" (20th) and "High Powered Rifle" (20th) (3d wk). Good \$9,000. Last week, \$11,000.

Michigan (United Detroit) (4,-000; \$1.25-\$1.49) — "Ocean's 11" (WB) (4th wk). Wow \$20,000. Last week, \$23,000.

Palms (UD) (2.961; \$1.25-\$1.49)— "Psycho" (Par) (7th wk). Terrific \$25,000. Last week; \$28,000.

Madison (UD) (1.408; \$1.50-\$3)— Can-Can' (20th) (15th wk). Hotsy 10,000. Last week, \$11.500.

Broadway-Capitol (UD) (3.500; \$1.25-\$1.49) — "Wild One" (Col) and "The Mob" (Col) Tame \$7.500 i 5. days. Last week, "House of. Usher" (Al) and "Little Shop of Horror" (Al), \$8,000.

Adams (Balaban) (1,700; \$1.25-\$1.50) — "Angel Wore Red (M-G) (2d wk). So-so \$6,000. Last week, \$7.500.

United Artists (UA) (1,667; \$1,25-3)..."Ben-Hur" (M-G) (30th wk). ensational \$25,000 Last week,

\$25,800.
 Music Hall (Cinerama, Inc.) (1,-208; \$1,50-\$2.85) — "Windjammer" (NT) (25th wk). Great \$17,500. Last week, \$18,500.
 Trans-Lux. Krim (Trans-Lux) (1,000; \$1.49-\$1.65) — "Come Dance With Me". (Union) (3d wk). Fine \$6,000. Last week, \$7,000.
 Mercury (UM) (1,470; \$1-\$1.49) — "From Terrace" (20th (5th wk). Strong \$15,00. Last week, \$16,400.

### 'PSYCHO' MIGHTY 14G. L'VILLE; LOVE' OK 10G

LYILLE, LUYE UK 106

Louisville, Sept. 13.

Break in the protracted heat
wave which had oppressed this area
was a boon to first-runs theatres.
"Psycho," in second round at the
Kentucky, is pacing the city with
a boff take. "Let's Make Love,"
in opening stanza at Rial! shapes
nice. "Elmer Gantry" in third at
United Artists looms fairish.
"Ocean's 11" in sixth at the Mary
Anderson, still is okay. "BenHur" in 17th round at the Brown
is topping the 1 ast week's trade.
Kentucky State. Fair is open for
10 days.

Estimates for This Week

### Estimates for This Week

Estimates for This Week
Brown (Fourth Avenue) (1,200;
\$1.25-\$2.50) — "Ben-Hur" (M-G)
(17th wk) Perked to nice \$6,000
as against 16th week's \$5,700.
Kentucky (Switow) (900; 75-\$1.25)
—"Psycho" (Par) (2d wk). Smash
\$14,000 after opening week's colossal \$19,000, over hopes.
Mary Anderson (People's) (900;
75-\$1)—"Ocean's 11" (WB) (6th
wk). Oke \$4,500 after last week's
\$5,500.

Riato (Fourth Avenue) (3,000)

### 'Psycho' Big \$8,000 In Port.; 'Sky' NSH \$6,000

VARIETY

Portland, Ore., Sept. 13.

Biz continues on upbeat this round with nearly all spots having nice product. However, some newies are not getting far. "Ben-Hur" moves into 34th week at Music Box. "Psycho" still is big in fifth inning at the Broadway, "Can" looks nice in 10th round. "Sons and Lovers" is slow. "The Crowded Sky" at Orpheum looms top new entry, but it's solooms top new entry, but it's so-so. "All Fine Young Cannibals" is

#### Estimates for This Week

Broadway (Parker) (1,890; \$1-(50)—"Psycho" (Par) (5th wk). ig \$8,000 or near. Last week,

Big 30,000 \$11,100. Fox (Evergreen) (1,600: \$1-\$1.49) "Sons and Lovers" (20th) and "If Happened In Rome" (UA). Slow \$5,000. Last week, "Strangers "St.000. Last week, "Strangers When We Meet" (Col) and "3 Murderesses" (Col) (2d wk. \$6.400. Hollywood (Evergreen) (900; \$1.50-\$3)—"Can-Can" (20th) (10th wk). Fine \$4.500. Last week,

\$1.50-\$31 Cant-an who. Fig. 3.50 Last week, \$6,300. Music Box (Hamrick) (640; \$1.50-\$3)—"Ben-Hur" (M-G) (34th wk). Tail-\$13,000. Last week, \$16,600. Orpheum (Evergreen) (1.536; \$1.51.49)—"Crowded Sky" (WB) and "Arson For Hire" (AA). So-so \$6,000. Last week, "Let's Make Love" (20th) and "High Powered Rifle" (20th), \$7,700. Paramount. (Port-Par) (3,400; \$1.50)—"All Fine Young Canni-

\$1.50—"All Fine Young Canni-bals" (M-G) and "Davy" (M-G). Mild \$6,000. Last week, "Started In Naples" (Par) and "Prisoner of Volga" (Par) (9 days), \$7,200.

### 'Psycho' Huge 23G, Frisco; 'Ocean' 9G

San Francisco. Sept. 10.

First-run biz here currently rated sprightly despite a nearly 100% holdover situation. Lone new entrant "Savage Eye," very promising at arty Vogue Theatre. "Psycho" shapes giant in fifth Psycho" shapes giant in fifth round at the Golden Gate while "Started in Naples" looks lusty in second at Paramount. "Ocean's 11" great in sixth St. Francis round. "Hell To Eternity" still is socko

In second stanza at the United Art-ists. "Ben-Hur" continues smash in 38th session at the Coronet

#### Estimates for This Week

Golden Gate (RKO) (2,859; \$1.50) "Psycho" (Par) (5th wk). Huge \$23,000. Last week, \$27,000.

\$23,000. Last week, \$27,000. Fox (FWC) (4,651; \$1,25-\$1.50)— Closed for automobile show. Last week, "Let's Make Love" (20th) and: "Five Bold Women" (20th) (2d wk), good \$11,500.

Warfield (Loew's) (2,656; \$1.25-\$1.50)—"Time Machine" (M-G) (4th wk), Slow \$7,000 Last week, \$7,500

Paramount (Par) (2,646; \$1.25-\$1.50)—"Started in Naples" (Par) and "Cover Girl Killer" (Par) (2d wk). Lusty \$12,000. Last week; \$16,000.

St. Francis (Par) (1,400; \$1.00-\$1.50)—"Ocean's 11" (W-B) (6th wk). Great \$9,000 or over. Last week. \$11.000.

Orpheum (Cinerama, Inc.) (1,456; \$1.75-\$2.65)—"This Is Cinerama" (Cinerama 'reissue) (11th wk). Good \$18,500. Last week, same. United Artists (No. Coast) (1,151; \$1.25-\$1.50)—"Hell To Eternity" (AA) and "Hot Shots" (AA) (2d wk). Dandy \$15,000 or close. Last week \$23,500. eek \$23,500

week, \$23,000.

Stagedoor (A-R) (440; \$1:25-\$1.50)

"I'm All Right Jack" (Col) (6th

kk! Fine \$2,800. Last week, \$3,000.

Vogue (S.F. Theatres) (364; \$1.25)

"Savage Eye" (T-L). Big \$3,000.
Last week, "Private Property" (Indie) and "School For Love" (Indie) 2d wk), \$2,200.

2d wk), \$2,200.

Coronet (United California)
(1,250; \$1.0) - \$3.50) — "Ben - Hur"
(M-G) (38th wk). Great \$24,000.

Last week, \$23,500.

Alexandria (United California)
(1,610; \$2.20 - \$2.75) — "Can - Can"
(20th) (16th wk). Okay \$11,000. Last
week, \$12,000

week, \$12,000. Presidio (Hardy-Parsons) (774; \$1.25-\$1.50)—"Oscar Wilde" (Films

\$1.25-\$1.50)—"Oscar Wilde" (Films Around World) (4th wk), Fast \$3,000 Last week, \$4.000. Crest (A-R) (320; \$1.50)—"Sons and Lovers" (20th) (4th wk), Fair

\$2,500. Last week, \$3,800.

### Donna Dampens B'way But 'Love' Hot \$71,000; 'Naples' Bangup \$43,000, 2d, 'Men' Great 25G, 'Apartment' 28G

Start of school Monday (12) plus gale winds and downpour stem-ming from Hurricane-Donna the same day will clip Broadway first-run takes this session. Dearth of newcomers also is a handicap. But it was the heavy downpour and

newcomers also is a handicap. But it was the heavy downpour and high winds on Monday after some rain on Sunday (11) that took the heaviest toll. Most deluxers were lonely spots until the rain and wind tapered off at night.

"Let's Make Love," an important newcomer, looks like big \$51,000 for opening stanza at the Paramount and smash \$20,000 at the Trans-Lux 52d Street, where day dating. "It Started in Naples" is heading for a smash \$43,000 in second round, day-dating the Victoria and arty Murray Hill.

second round, day-dating the Victoria and arty Murray Hill.

"Song Without End" plus stageshow looks to land lofty \$130,000 in current (5th) session at the Music Hall. It goes a sixth week. "All Young Men" is heading for a great \$25,000 at the Forum in third frame.

great. \$25,000 at the Forum in third frame.

"The Apartment" held with big \$28,000 in 13th session, day-dating the Astor and the arty Plaza.

"Psycho" looks like okay \$16,500 in 13th week day-dating the De-Mille and arty Baronet. "Portrait in Black" is off to a good \$14,000 at the Palace in seventh stanza.

"Ocean's 11" still is big with \$34.-000 for fifth week at the Capitol, where it continues.

"Time Machine" is down to a fair \$13,000 in fourth round at the Warner. "High Time" replaces next Friday. "Strangers When We Meet" dioped to fair \$13,000 in 11th week at the Criterion, but continues until "All Fine Young Cannibals" opens Sept. 22.

"Ben-Hur" still is great with around \$48,000 in current (43d) week but only 12 shows. It goes to usual 10-performances setup with the 44th frame. "Can-Can" looks to slip to fine \$20,000 on 27th round at the Rivoli where the daily-matinee setup continues.

Estimates for This Week

Astor (City Inv) (1,094; 75-\$2,50)

Astor (City Inv.) (1,094; 75-\$2.50) "Apartment" (UA) (14th wk). "Apartment" (UA) (14th wk).
The 13th session ended last night
(Tues.) was smooth \$19,000 or close
after \$27,000 for 12th week. Stays

atter \$27,000 for 12th week. Stays for several weeks more.
Capitol (Loew) (4,820; \$1.\$2,50)

"Ocean's 11" (WB) 6th wk!.
Fifth stanza completed last night 'Tues.) was solid \$34,000 or near after \$55,000 for fourth week.
Criterion (Moss) (1,671; 90-\$2,40)

"Strangers When We Meet" (Col)

'Strangers When We Meet" —"Strangers when we Meet" (Coll 12th wk). The 11th round finished last night (Tues.) was okay \$13.000 after \$19.000 for 10th week. "All Fine Young Cannibals" (M-G) opens Sept. 22.

pens Sept. 22.

DeMille (Reade) (1,658; 90-\$2)—
"Psycho" (Par) (13th wk). This session winding today (Wed.) is heading for neat \$10,000 or close after \$15,500 for 12th week. "Spartacus" (U) opens Oct. 6.
"Palace (RKO) (1,642; 90-\$2.50)—
"Portrait in Black" (U) (8th wk). Seventh stanza finished last night (Tues.) was good \$14,000 or under after \$23,000 for sixth week. "Sunrise at Campobello" (WB) comes in Sept. 26.
Forum (Moss) (813; 90-\$2)—"All Young Men" (Col) (3d wk). This

Young Men" (Col) (3d wk). This frame ending tomorrow (Thurst looks like great \$25.000 after \$34. (Thurs) 000 for second week. Conlinues

on, naturally.

Paramount (AB-PT) (3.665; \$1-\$2)—"Let's Make Love" (20th).

Initial session ending today (Wed.) is heading for big \$51,000. Holds.

Initial session enging today (wed) is heading for big \$51,000 tholds, of course. In ahead, "From Terrace" (20th) (8th wk-6 days), \$24,-000, for a very successful longrum.
Radio City Music Hall (Rockefellers) (6,200; 90-82,75) — "Song Without End" (Col) and stageshow (5th wk). This week finishing up today (Wed) is heading for lofty \$130,000. Fourth was \$165,000.
Top of Stairs" (WB) opening Sept. 22. Storm on Monday slashed matinee biz 50%, cutting into week's total:
Rivoll (UAT) (1,545; \$1.50-\$3.50)
—"Can-Can" (20th) (28th wk). The 27th session completed last night (Tues). dipped to fine \$20,000 after \$20,000 after \$28,500 for 26th week. "The Alamo" (UA) comes in next, "Can-(2d wk), \$6,500.

—"Ben-Hur" (M-G) (43d wk). Current stanza ending today (Wed.) looks to hit sock \$48,000 for 12 shows after \$57,500 for 42d week and 14 performances. Continues indefinitely, of course. The 44th week will see resumption of 10 shows per week.

Wictoria (City Inv.) (1,003; 50-\$2)

—"Started in Naples" (Par) 12d
wkk. This first holdover stanza
ending tomorrow (Thurs.) Is heading for great \$30,000. Initial week,
\$44,000. Continues.

Warner (SW) (1,416; 90-\$2) —
"Time Machine" (M-G) (5th wk).
Fourth round finished yesterday
(Tues.) was okay \$12,000 (Tues.) was okay \$13,000 or neat after \$22,000 for third frame. Stave only two days in Current week order to open "High Time" (20 on Friday (16). First-Run Arties

Baronet (Reade) (430; \$1.25-\$2)
—"Psycho" (Par) (13th wk). This
session winding up today (Wed.)
looks like okay \$6,500 after \$9,500
in 12th week. Continues.

in 12th week. Continues.

Fine Arts (Dayls) (468; 90-\$1.80)

—"Hiroshima Mon Amour" (Zenith) (18th wk). The 17th frameended Sunday (11) was big \$10,600,
being helped by Labor Day holiday after \$10,000 for 15th week. Holding so well that no date set for next pic.

Beekman (R&B) (590; \$1.20-\$1.75)

"Sons and Lovers" (20th) (7th 

Fifth Ave. Cinema (R&B) (250; \$1.25\\$1.80) — "Green Carnation" (Indie) (m.o.) (3d wk). Second week finished Sunday (11) was sturdy \$4.400, being aided by Labor Day after \$4,000 for opener. This ori-ginally was released in U. S. as "Trials of Oscar Wilde" (Indie).

Normandie (T-L) (592; \$1.25-\$1.80)—"Jungle Cat" (BV) (5th wk). Fourth round completed yesterday (Tues.) was good \$6,500 after \$12,-000 over hopes, for third.

Little Carnegie (L. Carnegie) (520; \$1.25-\$2)—"Carry On, Nurse" (Gov). First week ending for a great \$16,-000. In ahead, "Man in Cocked Hat" (Show) (12th wk-10 days), \$7.200.

Guild (Guild) (450; \$1-\$1.75) —
"I'm All Right, Jack" (Col) (21st
wk). The 20th week completed

(Continued on page 16)

### Prov. Spotty; 'Love' Boff \$12,000 in 2d; 'Cannibals' Mild 7G, 'Island' \$6,000

Providence, Sept. 13.
Return to schools plus a rainy
Sunday kept most motorists closer Sunday kept most motorists closer to home and some of main stemmers' benefitted. "Let's Make Love" in second frame is still the leader, big at Majestic. State's "All Fine Young Canniballs" shapes slow. Albee's reissue of "This Island Earth" is fair. Strand is quiet with "College Confidential." Elmwood is still on the happy side with its 12th round of "Ben-Hur."

#### Estimates for This Week

Estimates for This Week
Albee (RKO) (2,200; 65-90) —
"This Island Earth" (U) and "Land
Unknown" (U) (reissues). Fair
\$6,000. Last week, "Snow Queen"
(U) and "Chartroos Caboose" (U),
\$5,000 in five days.
Elmwood (Snyder) (724; \$1.50\$2,50) — "Ben-Hur" (M-G) (12th
with) (Good \$8,500 Elewanth with

The most desirable woman in town and the easiest to find...

just call...
BUtterfield
8

METRO-GOLDWYN-MAYER PRESENTS

# ELIZABETH TAYLOR LAURENCE HARVEY EDDIE FISHER



This is Liggett . . . who called Gloria whenever his wife was away!



This is Steve . . . who knew that no one man owned Gloria!

co-starring NINA MFRRII

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## BUTTERFIELD



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in CinemaScope and Metrocolor - Directed DANIEL MANN - A PANDRO S. BERMAN PRODUCTION

## Edinburgh Fest Hits a Brisk Clip;

Talk Up New \$3,000,000 Opera House

By GORDON IRVING

Edinburgh, Sept. 6.

Major talking point in the 14th ternational Festival, now fully dcr way, is the plan to beat the commodation shortage and give Scot capital a grand opera use of its own, either a new liding or an existing one conted for the purpose. Negotians are going on so that the autorium would be available with a reasonably short time.

Rosenkavalier, for Rank release Cainner will film the entire opera in six days, at Salzburg's New Festival Hall.

Czinner will follow his previous tending on the content of setting up a large in the Lyceum, are reported as sibilities. The former is a large can be shot from the son the color film, which reasonably short time. Major talking point in the 14th International Festival, now fuliy under way, is the plan to beat the accommodation shortage and give the Scot capital a grand opera house of its own, either a new building or an existing one con-verted for the purpose. Negotiations are going on so that the auditorium would be available within a reasonably short time.

Two major theatres, the Empire and the Lyceum, are reported as cossibilities. The former is a more likely possibility, although it does house ballet during the annual three-weeks art junket. If the Empire is the theatre chosen for reconstruction, another house would have to be found for ballet performances, probably the King's Theatre. The Lyceum, city's legit house, has also been rumored as a ossible for takeover. It is part of the national Howard Wyndham

Cost of the city's Opera House ould be met from private sources nd not city funds.

and not city funds.

It is skedded to seat some 2 000 persons, would cost some \$3.000.000 to build (excluding cost of site), although much less if an existing building is taken over.

Lord Harewood, 36-year-old col-Lord Harewood, 38-year-o. a colu-sin of Britain's Queen Liz, who is the new artistic director of the Festival here, told VARIERY: "If I did not think the Festival Society meant business on the provision of an Opera House, I would not have taken on this job."

Meantime, architectural viewpoint is that it would be wrong to convert an existing building, and that a completely new theatre should be constructed. A site facing the ancient Castle Rock has been suggested.

#### Less Controversial

Less Controversial

The 1960 Festival has had less than the usual controversial hullaballoo, only a few incidents hitting local headlines. "The Wallace." new Scot drama on the open-stage of the Assembly Hall, written by New Zealand-born post-dramatist Sydney Goodsir Smith, has been generally acclaimed, special praise going to Iain Culhbertson in the leading role of William Wallace, Scot patriot. Smaller revues, official and unofficial, are running merrily, and legit fodder offered is varied.

But police were sent to seize the ript of a play, "Fringe of Light," But police were sent to seize the cript of a play, 'Fringe of Light,' by Bill Owen, being staged at the Princess Theatre. It was later returned intact after examination by persons unknown. Play is generally described as abstruse and tedious.

"Fringe," together with a play by Picasso, "Desire Caught By the Tail," is being staged by a group of 13 young actors known as Group

Business is brisk at city boxoffices. The Leningrad Symphony
Orch's concert, skedded for tomorrow (Wed.), was SRO two weeks
a50, every seat having been sold to
see "Figaro," Beethoven's Seventh Symphony, and Tchaikovsky's Symphony No. 6 in B Minor. All scats for performances of the Royal Ballet have also gone, and early performances of the Glyndebourne (Eng.) Opera are also SRO.

#### Lotsa Statistics

Lotas Statistics—wise, the Edinburgh Festival is as strong as ever. A total of 175 performances are taking place under official aegis, with lundreds more in small halls basements, coffee-rooms, church halls and sundry meeting spots. More than 2,000 performers are in the official Festival, ond there are four orchs, six chamber orchestras, six drama groups, the Glyndebourne Opera, four ballet companies, and 29 soloists. A total of 262,974 tickets are on sale valued at \$500,000.

Hints of broadening the Festival's copie to include some lighter items have been given. According to the Marewood, the problem of attracting working-class audiences is being seriously considered, although standards are not to be lowered.

\*\*Revised Atter Exhib, Ustino, Ustino Talks\*\*

London, Sept. 13.

Talks now continuing between. The KRS proposal Is that thealest test ought to be chosen to play on the first week of London release the with a revised pattern of film releasing in the U.K. to the maximum of the proposed changes is to fix the maximum groups the peak of general release advertising and promotion campaigns.

The KRS proposal Is that theales ought to be chosen to play on the first week of London release the ought of the proposed changes is to fix the maximum money-taking or precise geographical location, and with maximum money-taking capacity in mind. The Society points out that ads in London even major modification of the present London general release system, As on the first week of London release the condition of the present London general release advertising and promotion campaigns.

The Kine proposed Is that thea-tres ought to be chosen to play on the first week of London release trees ought to be chosen to play on the first week of London release trees ought to be chosen to play on the first week of London release trees ought to be chosen to play on the first week of London release trees ought to be chosen to play on the first week of London release trees ought to be chosen to play on the first week of London release tree

Festival Hall.
Czinner will follow his previous technique of setting up a large number of cameras so placed that each scene can be shot from numerous angles and then cutting down the 100,000 feet of film to manageable proportions. Top stars as Elisabeth Schwarzkopf. Sena Jurinac, Otto Edelmann and Erich Kunz will be in the film with the orchestra conducted by Herbert von Karajan. Special performances of the opera will be staged to enable Czinner to handle his project.

### **Censors Muddle** Into Scot Fest

Oddly, the completely unexpected topic of censorship reared its ugly head at this year's annual Edinburgh International Festival, Edinburgh International Festival, both a French and a British company being involved. First surprise came when the city's chief of police sent two officers to obtain a script of the play. "A Fringe of Light," presented by Group One Productions on the Fest's unofficial "fringe." Script was returned with a note saying that the police department gave its okay, for the department gave its okay for the performance.

Actors went into the matter pron to, calling a special meeting of British Actors Equity Assn. to discuss the principles involved. Equity is now asking London headquarters to inquire into the authority responsible for licensing plays in Scotland, and will ask its council to take up the matter with the Theatrical Managers Assn. and the Assn. of Touring and Producing Managers.

Equity official asked what is to happen if a play, licensed by the Lord Chamberlain in London, comes touring Scotland where one chief of police may approve of it and another disapprove. This, he said, would be an impossible situation, and Equity is anxious to clear

it up.
Following closely on this incident came a demand from the British Lord Chamberlain to see the script of "Les Trois Mousquetaires." Play is a free adaptation in French by Roger Planchon from the story by Alexandre Dumas.
A member of the Lord Chamberlaid.

A member of the Lord Chamber-lain's staff was invited to 0.0. the performance, the production hav-ing no script. On its opening here. "Les Trois Mousequetaires" ran into critical acclaim.

### Hard-Ticket Films Top Booming B.O. in Aussie, 'Pacific,' 'Ben-Hur' Aces

Sydney, Sept. 6.
Hard-ticket pix continue to pull op boxoffice here, and should find he going big right through to next fulctide and into 1961. Strong metne going big right through to next Yuletide and into 1961. Strong medium-price films are also pulling patrons in some keys. Top long-runner here is "South Pacific" (20th) with 88 weeks already. chalked up, and no end in sight. "Ben-Hur" (M-G) is a sellout in 17th round, with "Porgy and Bess" (Col) stout in 10th session. "Can-Can" (20th) continues solid in 20th week, and "South Seas Adventure" (Cinerama) is surefire for lengthy span following a record third week. "Bellboy" (Par) is a socko hit in the lower admission bracket, with "White Wilderness" (M-G) powerful with moppet biz on four-aday. Foreign b.o. continues strong with "Wild Strawberries" (BEF) and "Black Orpheum" (Kapferer).

### Hard-Tickets Big in Melbourne

Hard-Tickets Big in Melbourne
Melbourne, Sept. 6.
Hard-ticketeers in the top
bracket here are "South Pacific"
in 82d round; "Ben-Hur" in 16th
session "Porgy" in 12th week and
"Nun's Story" (WB) ditto week.
"Bellboy" (Par) is hefty in second week at popular admissions,
with "Operation Petticoat" (U) set
for a profitable run. "Tiger Bay"
Rank' is the best of the British
product here.

Brisbane, Adelaide Booming
Brisbane, Sept., 6,
"Pacific" is the leader here in
12th reund. Both "Ben-Hur" and
"Porgy" will debut later this year.
Metro's "Shaggy Dog" is drawing
solid moppet trade, with "Carry
on Teacher" okay as a British rep.

Ditto Here
Adelaide, Sept. 6.
"Pacific" (20th) is still the wonder drawcard in this spot, with 40 weeks racked up, "Ben-Hur" and "Porgy" haven't opened here yet. Good biz is coming for "Carty on Teacher" (Rank) "Shaggy Dog" (M-G) and "Tiger Bay" (Rank).

### Jordan a Col Yeep

Marion Jordan has been elected a vp. of Columbia International. He retently joined the company as Continental manager, with headquarters in Paris in switch from a similar post at Universal.

### Releasing Setup in Britain May Be Revised After Exhib, Distrib Talks

### In Japanese 'Skin' Tele, Cheaper Legit Ducats Prompt Arg. Exhibs to Tell Govt. of Plight

### **Keith Prowse Ponders Listing Common Stock**

London, Sept. 13.

The theatre ticket agency business in Britain is booming, according to the accounts of Keith Prowse & Co., which in the year ended last March 31 showed a profit of \$257,600, double that of last year. Outfit is reckoned to grab around 70% of the local ticket: biz

Chairman of Keith Prowse, Peter Cadbury, in his annual statement reveals that the com-pany seriously considered divvy-ing out on the comstatement reveaus party seriously considered divvying out on the common, though no such move has been made since 1930. Cadbury stated that the directors will be pondering the question of applying for a Stock Exchange quotation for the common shares.

in retailing disks, the company showed a turnover of \$1.090,500 despite an apparent drop in sales

### Vienna Tourism Still A Poser

Vienna, Sept. 6. As long as the sun shines and nights are pleasant, the foreign tourist does not complain, neither about what the amusement industry has to offer, nor about upped prices, especially hotel accommodations. The manager of a three-star hotel, with more than half American clientele, concedes room accommodations are trifle higher accommodations are trifle higher. American clientele, concedes room accommodations are a trifle higher than in neighboring Italy, Germany and Switzerland, "but this is more than compensated by prices for food and other incidentals," he observes. "We still are cheaper than other countries. This goes for all of Austria. Vienna itself has the lowest prices."

na itself has the lowest prices."

Since the huge deficit of the
Austrian state budget is annually
covered 'mostly with a considerable surplus' by the revenues of
the foreign tourist trade, the Ministry of Finance watches this barometer most attentively. The
question—was the ceiling already
reached in 1959—cannot be answered, as yet, but there is no
doubt that the foreign tourist trade
will cover again the deficit. Statisdoubt that the foreign tourist trade will cover again the deficit. Statistics of the Vienna summer music festivals revealed another increase of foreign visitors, this year the Scandinavians especially discovered their fondness of Austria. Americans and British visitors are Americans and British visitors are up 10% over last year, but stays are shorter.

All hotels are booked full for the Vienna International Fair in mid-September.

Vienna cannot compete during

mid-september.

Vienna cannot compete during the hot summer months with Salzburg and even, to some extent, with Eregenz on Lake Constance. Thus, the amusement industry itself has little to offer. "The Herry Widow," with Johannes Heesters, Holland operetta-star, did so-so b.o. in the Redout Hall, state-operated, while the only regular operetta-house, the Raimund, failed to produce. a Vienna operetta-and selected a mediocre German musical; "Bel Ami," rhusic by Peter Kreuder. This is a misuse of the considerable subventions given by the City of Vienna, because the forcigner, visiting the capital, wants to see a "real Vienna" musical. Last year Robert Stolz clicked with his "Two Hearts in Three-Quarter Time" but Vienna should offer more. No wonder that the privately operated company of offer more. No wonder that the privately operated company on Lake Neusiedel at Moerbisch, close to the Iron Curtain, 40 minutes car drive, does better business. They play alternatingly "Gypsy Baron," by Johann Strauss, and "Victoria and Her Hussar," by Paul Abraham. Another privately operated company, Vienna Chamber Opera, rented the Schoenbrunn Royal Theatre and plays, alternatingly, Mozart's "La. Finta Gardiniera" (The Clever Gardner) and Donizetti's "Il Campanello" and "Rita."

Buenos Alres, Sept. 6.

Now that film and legit admissions are nearly on the same level here, business in film theatres is far from sensational, as it was a couple of years ago, particularly, on ordinary weekdays. In contrast, legit has been doing gratifying business. Exhibitors are beginning to feel the cold draught of tele on their necks. Last week they sought an interview with Economy Minister Alsogaray to pour their troubles in his lap. Their feeling is that admissions are somewhat high, but overhead doesn't allow cuts.

There are some in the trade who

but overhead doesn't allow cuts. There are some in the trade who feel that the best pictures are not being wisely exploited under the present system of simultaneous release in several first-runs and big nabe spots. Exclusive release for some weeks in a major showcase, prior to showing in the nabes, is considered wise by some. Under the present setup even when a film is amply meeting holdover terms, it must be switched to a moveover house to make room for some new release.

release.

Distributors may well have had in mind that in these countries

release.

Distributors may well have had in mind that in these countries crises are always likely to arise which delay imports or release permits. And to fill in the gaps, they can resort to those unsufficiently milked hits they had to put on their shelves. Such a crisi is now a reality, since the Screen Institute Board resigned several weeks ago, Hence, there is no one to sign release permits or support applications for imports.

Last reports are that the Interventor appointed to investigate the Screen Institute work of the nast two years already has drafted his resignation, alleging that his appointment carried insufficient authority to conduct the Institute's routine business, which is complex, and should be take care of by a properly constituted board. It's understood that this will give Education Minister McKay the chance to cancel the resignations of the two more experienced members of the Screen Institute Board. Senores Eduardo Olivera and Roberto Talice. Then Institute business will proceed as usual under their care.

Bring in Oldi

#### Bring in Oldi

Bring in Oldi

In the meantime shortage of material prompted the reissue of "Pillow Talk" at the uptown Arizona, after successful neighborhood dates and a 13-week first-run at the Broadway. "Porgy and Bess" also was brought back to the Biarritz at reduced admissions, following suburban dates and the Initial nine-week first-run at the Florida. Metro has reissued "The Prisoner of Zenda" at the Metro, to fill in the gap made by patrons' non-appreciation of "Home From Hill."

"Ben-Hur" (M-G) is now third week of exclusive release at the Metropolitan, doing 90% capacity business throughout the week and 100% capacity over the weekends. "Operation Petticoat" (U) also is in a third week at the

pacity business throughout the week and 100% capacity over the weekends. "Operation Petticoat" (U) also is in a third week at the Ambassador while "Solomon and Sheba" (UA) is in its 10th week exclusively at the Gran Florida. "Tiger Bay" (Rank) held 11 weeks in an exclusive first—at the Luxor.

Native producers are jubilant over the good business done by "La Patota" (Argentina Sono Film), which so far held three weeks at the Monumental, while another recent local production, "Un Guapo del 900" (A Bravo of the 1800's) (Angel) bids fair to equal this success, having been released Aug. 17 at Gran Rex, Gaumont and eight nabes day-date, or a total capacity of 21,000 seats.

### BLAME TELE BOOM FOR HOLLAND'S PIX SLUMP

The boom in tele in Holland is blamed for the decline in cinema, attendance, according to the report of the Bureau of Statistics. It states that for every tv set, the film theatre decreases from 50 to 20 visits a year. This means that since 1957, cinema attendance has declined 27%.

To draw back patron; a publicity campaign is set up by the Dutch Cinema League. It is only the prestige productions which draw public or pix which are boosted by the critics.

### **MacLaine Heads** For Japan, Star Role in 'Geisha'

Coming from Venice where she won the best actress award at the Venice Fest for her work in "The Apartment" (UA), Shirley Mac-Laine stopped over here to plug this Billy Wilder pic. A press shindig was thrown for her by Unartisco S.A. Geneva, UA's Swiss distrib. Her next assignment includes filmization of the dramatic best-selling novel. "The Spinster," for Metro, co-starring Laurence Harvey and directed by Charles Walters. Location shooting will start in New Zealand beginning in October, with interiors to be done in Hollywood.

Her next vehicle will be Venice Fest for her work in "The

in Hollywood.

Her next vehicle will be romantic comedy, "My Geisha," for producer Steve Parker, to be released by Paramount, Film starts rolling in Japan next January, it will be all-Japanese as far as studios, technicians and crew are concerned, but will be directed by Britisher Jack Cardiff and with a "western" co-star in the male lead. "Geisha," to be filmed in English, will be lensed by Japan's ace cameraman, Urashima, who did "Rashomon" and "Gates of Hell." For the "Geisha" role, the actress, who speaks Japanese, will have to learn the ancient Japanese teaccremony and fan tricks.

learn the ancient Japanese tea ecremony and fan tricks.
Following "Geisha." she may do "Irma la Douce" for Hal B. Wallis. although this has not been cleared yet. Wallis is trying to have a script worked out which will get by the censors, since the French musical is the free-wheeling story of a prostie and her entourage. Pie will most probably be shot entirely in most probably be shot entirely in

### Sex Problem Small One Compared to Brutality, Sez Brit. Film Censor

Edinburgh, Sept. 6.

The sex problem ix is rela-tively small compared with the problems of violence and brutality, according to John Trevalyan, secretary of the British Board of Film Censors, in a talk here during the Edinburgh International Film Festival. He said films were on the border line, and the question was whether to give them an "X" certificate or an "A"

ortineate.

On the impact of tv. Trevalyan, said if an appalling thought that not only did young children watch the small screen for up to five hours a day but that a large number of businessmen went home to turn on tele and allowed it to remain for the entire night, regardless of what was being shown.

He said the film censors were very much perturbed about vio-

"It is our greatest problem, quantitatively and in other ways. There are other countries of the world where violence is no nore acceptable than in this country, but it is obviously a strong box-office attraction."

### FRENCH DIRECTOR TO HONG KONG ON 'SORGE

Tokyo, Sept. 6. Tokyo, Sept. 6.

French director Yves Ciampland his staff left for Hong Kong to continue location work on "Who Is Mr. Sorge?" Film, starring Ciampi's Japanese actress-wife Keiko Kishi, deals with the story in these parts of Sorge, a spy here during the last World War who, posing as a German correspondent, was relaying information to the Soviet Union.

With his take of intrinue steeled.

With his tale of intrique cloaked with his tale of intrique cloaked in violence, whisky and women, the he sorge story has been on a number of film planning boards over the postwar years, but hitherto unlensed. Tale has added mystery inasmuch as it's believed he may still be alive in Russia.

World Film Associates Inc., a New York company, has been dislensed. Tale has added mystery filed at Albany by Irving Brand, 1441 Broadway.

### Shooting of 'Devil' in

Lahaina, Maul, Sept. 13.

Filming of "Devil at 4 O'Clock" here is expected to bring about \$500,000 in "outside money" to this picturesque onetime capital of Hawaii. About 150 craftsmen are turning Lahaina (population: 2,500) into a present-day Tahitian port town, with carpenters averaging \$325 a week pay checks.

A gaudy bawdy house, which fig-ures prominently in the Fred Kohl-mar-Mervyn LeRoy production, has been set up on Theatre St. Filming is scheduled to start Sept.

### Mex Govt. Seen **Entering Prod.**

The Party of Revolutionary In-stitutions, ruling party in Mexico, is reported to be planning to enter is reported to be planning to enter the film producing field, and setting up a production unit for this purpose. Direct government participation in production (Clasa Films Mundiales is a semi-official producing unit financed partly with federal funds) is not meant to give competition to bona fide producers, according to a reliable government source. Concentration will be strictly on artly films, the so-called unprofitable non-commercial productions not ordinarily appealing to producers because of high-risks involved and lack of guarantees.

guarantees.

Initially production will be limited to short subjects, it is learned, but feature-length pix of high quality are also the ultimate goal. These latter would represent Mexico at international film fests. In the past, Mexican films only occasionally, have entered the charmed circle at European festivals.

The government reportedly does The government reportedly does not expect to make any profit from its entry into production. There will be no concentration on commercial boxoffice product. Instead, exclusive aim will be to turn out artistic product seldom before achieved in the Republic.

The heads of the new federal production unit may be producer Roberto Gavaldon and ace cameraman Gabriel Figueroa.

### Kirk Douglas May Face Mex Competition on His Biopic of Montezuma

Diopic of Montezuma

Mexico City, Sept. 6.

The Kirk Douglas plans to do a film spectacular on the Conquest, based around the life of Emperor Montezuma. may get some Mexican competition. That is, if all goes well. Producer de Fuentes, youthful go-getter; has announced that he will do a high-budget Mexican film based on the Conquest theme, and spot Pedro Armendariz in the role of Montezuma, last of the Aztec Emperors. Chief tumbling block is the

zuma, last of the Aztec Emperors,
Chief tumbling block is the
large amount of coin needed to do
the theme justice, as de Fuentes
envisages it. Producer wants top
scriptwriters, acting, directorial,
camera, technical, etc. talent to
make this a national epic of "an
important historic event." His feeling is that Hollywood will manhandle the job, step on delicate
Mexican feelings and possibly lead
to an exhibition ban. Further, he
added, it is not "fitting" that this
chapter of Mexican history, should
be brought to the screen by for
eigners.

eigners.

In his own plans, de Fuentes would use Mexico, and Spain if need be, for exteriors. His cast will be selected with special care, He hopes that the Film Bank and the industry as a whole will back him in his plan for a historically accurate film.

To do this he will need an astronomic budget for Mexican films, in excess of 15 million pesos (\$1,200,000). This sum will not be easy to raise in present state of affairs: in the Mexican industry, but de Fuentes is confident that he can do it.

### ting of 'Devil' in Hawaii Tilts Payroll Lahaina, Maul, Sept. 13. HONGKONG HOPES FOR A U.S. MARKET FOR ITS MANDARIN & CANTONESE FILMS

Denies U.S. 'New Wave' Vogue Pe Se—Deprecates Old Standards

Paris, Sept. 6.
Young Yank filmmaker Hubert
Cornfield, whose "The Third
Vice" (20th) got good critical re-

Cornfield, whose "The Third Voice" (20th) got good critical reviews and biz here recently, and had him hailed as the forerunner of the American "new wave," opines that there can be no "new wave" in Hollywood at present where enthusiasm is still looked askance and with insecurity in re a film subject detested.

Cornfield states "Voice" was made within the Hollywood system in 16 days, which called for a lot of financial juggling to bring it in for \$340,000 with the principal players taking \$100,000. He says he could not go past four takes and had only two allowable for an earlier pic, "Hold Up" (20th, just getting U.S., release after having played here two seasons ago thanks to his father, Albert Cornfield, who was Continental manager for 20th-Fox at the time and has since retired.

Cornfield, maintains he would like the beautiful diffusion." In the seasons allow who was contined the seasons and the sum of the seasons and the seasons are seasons and the seasons

at the time and has since retired.

Cornfield maintains he would like to be a so-called "waver" but it now seems quite impossible in the U.S. major company sytem. If Leslie Stevens was able to make a cheap pic outside Hollywood, using his own talents, wife and house in "Private Property." he now is part of "the system" for future pix.

of "the system" for future pix.

He points out the French
"wavers," though many got their
start with their own money, still
work within the regular film setup
here and oldsters go on making
pix too. He feels it is like an
'esthetic club," and it is line
especially since the "wavers" got
fest kudos and local and foreign
renown and biz. But they have time
and can work with smaller crews
while in Hollywood two assistants
are required as well as the necessary star names. ary star names.

He says he would like to take a camera and go off somewhere and make a film sans names or one in France. He speaks French well and France He speaks French well and has since gotten several offers here and may make a pic in France or on the Continent. Cornfield thinks that the Hollywood methods are changing and indie production is the thing, but that it will take many years before the old style front office aspects of Yank filming are completely changed.

He does not want to be taken for

ing are completely changed.

He does not want to be taken for a vulture but he thinks it is only when the oldsters relinquish their reins that Hollywood will take on a new impetus and young people will have a chance. Then all films will get a proper distribution and there will be a new zest and life in Yank films again. He feels it is just a matter of "existing" till then.

Though many U.S. filmmakers have been doing films on their own have been doing films on their own, like Morris Engels, Lionel Rogosin, John Cassavetes and others, the problem of getting decent distribution is difficult. Rogosin had to get his own theatre in N.Y. to show "Come Back Africa" and Engels has yet to get a release for his two-year-old "Weddings and Babies," which won a Venice kudos, in spite of the biz racked up by his first pic, "The Little Fugitive," says Cornfield.

YOUNG CORNFIELD ON 'WAVE' Bertram Mills Circus Gross Up to \$140,000

London, Sept. 6.
Bertram Mills Circus Ltd., Britain's ace big top outfit, showed gross profit of \$140,000 for the year ended last April 5. This was ahead of last year's by \$53,500 and the best gross in eight years.
Dividend is to be 27½%, comparing with 183% plus a special interim of .834% in the preceding year.

### **Wagner Festival** Also Has Deficit

It isn't only the films which are looking to the West German government for financial support—the ernment for financial support—the famed Wagner Festival, which is always a sellout with high ticket prices, is in financial difficulties and needs government and private backing. Wieland Wagner, one of the two grandsons of Richard Wagner who has reorganized the modern and well-received annual Wagner summer festival, told a gathering of the "Assn. of the Friends of Bayreuth" that the Wagner Festival needs further financial support.

Putting on the fest, which utilizes the top international singers, chorus, orchestra and unique

utilizes the top international sing-ers, chorus, orchestra and unique modern settings, costs about \$750,-000 every summer, and the ticket sale brings in only about \$400,000. The other \$350,000 has to come from outside sources. About \$60,000 yearly comes from the federal and state government of Bavaria, and about \$50,000 from the Assn. of Friends of Bayreuth. Current plans to rebuild the fes-tival house would, add another \$750,000 to the expenses, of which at least \$100,000 would have to come from private sources.

### Mex Legion of Decency Rejects 5 Pix, 4 Tele Shows; 'Itch,' 'Lie' Hit

Mexico City, Sept. 13.

Mexican Legion of Decency has turned thumbs down on five films, three theatrical works and four tele programs. All have been termed "violations of public morals and good taste" and unsuitable for the public. George Nunez Prida, Legion prexy, said that these were the most flagrant violations of decency.

In (20th, pictures, the Legion condemned "Seven Year Itch" starring Marllyn Monroe, with the fault here being the "too sexy" presentation of the MM charms, Others include British film, "Jack the Ripper" and Mexico's "The Black Bull" and "Curaracha"

Tele programs hit include "The Big Lie" and "Children of the Street. Theatrical presentations censored the such as "Alta Fideliadd" (High Fidelity) and "The Showgirl and the Cardinal," and other bedroom farce type dramatic works which rely on risque lines and a great expose of femme epidermis.

Hong Kong, Sept. 6.

The Hong Kong film Industry, faced with a dwindling market, is setting its eye on the United States as an outlet for its Mandarin and Cantonese films and giving itself five years to enter the American market.

But there are some problems to be tackled and solved first.

Problem No. 1 deals with quality of production and No. 2 is whether Chinese pictures will have sufficient boxoffice appeal to American fans exclusive of the thousands of Chinese-Americans in the U.S.

The strong and valid argument prevailing in the industry here is that if Japanese, Italian, French, German and Swedish films, among German and Swedish films, among others, have found an American market, it is time that the Hong Kong Chinese industry galvanize liself and try to cash in also. There is, in fact, a rising tide of optimism within the ranks of the film industry in this British Colony that it can be done.

ism within the ranks of the film industry in this British Colony that it can be done.

The exigencies of the situation, paced by the shrinkage of markets in Southeast Asia, are compelling the people in the business to adopt a new approach in order to give new lustre, drive and dimension to the local film industry.

Right now Singapore, Malaya, Talwan and Hong Kong, in this order, are the main markets for Hong Kong films, Indonesia was once a large market, because of the large concentration of overseas Chinese settled there, but the importance of this area has been reduced considerably in the last two or three years as result of the largescale migration of Chinese from Indonesia to Malaya, Singapore and Communist China.

The real trouble confronting the idustry stems from the loss of the China market, formerly the refugee Hong Kong film industry's richest market of all. But the film industry here is non-political in character and strictly strives to be entertaining. It could, if it wanted to, send some films into Red China, but that would be playing into the hands of Peking blgwigs who would want to have the films slanted to suit their propaganda purposes.

In the case of Nationalist China, Hong Kong films, sent to Taiwan, are accepted for their entertainment value and their is no aitempt on the part of the government there to interfere with film stories. The independent thinking producers who make an estimated 240-300 Mandarin and Cantonese films in Hong Kong appreciate this non-interference.

300 Mandarin and Cantonese films in Hong Kong appreciate this non-interference.

In terms of output, the industry has yearly maintained its quota of 240-300 films, the majority of which are low budget Cantonese films. The average production cost for a Mandarin film is HK\$200,000 clabut \$35,000 U.S.). The ratio in costs between Mandarin and Canonese films can be gaused by the costs between Mandarin and Can-tonese films can be gauged by the following: 69 Mandarin films made in 1958 cost HK\$10,000,000; the same amount of money made 167 Cantonese films. Production costs for 1959 films have not yet been revealed

revealed.

Production costs are generally considered as too low, but larger budgets could only come through wider markets which, if available, would give the industry fresh incentive to make better pictures. The two giants in the industry, the Cathay Organization and Shaw Bros., which have theatre chains in Southeast Asia, are concerned about the plight facing the industry and consequently regard the try and consequently regard the potential U.S. market as one to enter if it is to grow and enjoy international appeal.

### Tourist Trade To Japan This Year Seen Soaring 35% Ahead of 1959

Tokyo, Sept. 6.

The number of foreign tourists visiting Japan during 1960 is expected to reach 210,000 by the yearend, an anticipated boost of 35% over 1959, according to the Japan Travel Bureau which hands about 40% of all tourists. Figure is based on an estimated 100,000 tourists who came to these in 100,000 tourists who came to these is shores during the first six months of the year.

The increase gave heart to those who feared a decline in visitors as a result of the recent political demonstrations, the Hagerty affair and the cancellation of President Eisenhower's visit. Airline officials say, however, that trips

### Israeli Philharmonic

Tokyo, Sept. 6.

Israell Philharmonic is skedded to arrive here Dec. 4 for a two-week, 10-concert tour of Japan keys. Orchestra of 100 musicians will play Tokyo, Osaka, Yokohama, Kyoto, Kobe, Nagoya and Okayama. Osaka Fest Society will sponsor.

The outfet ......

sponsor.

The outfit will appear here en route home from a 36-concert U.S. tour, thereby beating hefty travel expense nut which hitherto was a stumbling block during longtime

### 20th ALWAYS HAS THE GREATEST STORY EVER TOLD!

MARILYN MONROE to star in "Goodbye, Charlie"

George Cukor to produce and direct the George Axelrod B'way hitl

Producer-Director GEORGE STEVENS to discuss

The Greatest Story Ever Told
to be made in TODD-AO

for entire Person-To-Person show on CBS-TV in October!

DEBBIE REYNOLDS will star in

CHAMPAGNE COMPLEX" (would you like another title???)

based on Leslie ("Marriage-Go-Round") Stevens' hit play!

CLEOPATRA in TODD-AO starts production

starring ELIZABETH (nuff) TAYLOR · STEPHEN ("Ben-) BOYD · PETER ("Nun's Story") FINCH

as Cleopatra

as Mark Antony

as Caesar

IRVING WALLACE'S

THE CHAPMAN REPORT

Soon to be made by Darryl F. Zanuck Productions!

still on top of the BEST-SELLER LISTS after 4 MONTHS!

**PERRY COMO** 

returns to the screen to star in

"THE GREAT ST. BERNARD"

CAN-CAN

in TODD-AO

toppling records wherever it plays, latest click in Stockholm (Holdovers, holdovers everywhere elsel)

World's greatest writers currently scripting future productions!

NORMAN CORWIN—"Madison Avenue" • PAUL GALLICO—"The Day Christ Died"

JOSEPH L. MANKIEWICZ—"Justine" • CLIFFORD ODETS—"Wild In The Country"

ROBERT ANDERSON—"The Night They Burned The Mountain"

TITLE TUNE OF

NORTH TO ALASKA

Zooming to the No. 1 song in the country!

and 20th's CURRENT SENSATION is

Bing Crosby · Fabian · Tuesday Weld · Nicole Maurey in HIGH TIME



### **Amusement Stock Quotations**

Week Ended Tues. (13)

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\* Week, Ended Mon. (12).

f Ex-dividend.
(Courtesy of Merrill Lynch, Pierce, Fenner & Smith, Inc.)

### Seven Arts \$30,000,000 Pix Stake

Stillman indicated that the com-

stillman indicated that the company is also planning to enter telepix production. Under consideration too is the formation of Seven Arts own theattical distribution company, but this move, Stillman explained, depended on the assembling of a sufficient number of projects annually. Seven Arts Productions Ltd. Is the successor of the Canadian company known as Creative Telefilm and Artists Ltd. This firm acquired the name and the properties of the American company founded by Hyman. These involve some 40 to 45 features which Hyman had in tv distribution via United Artists Associated, feature pix in production, and participations in films already completed. Stillman said that Seven Arts financing or the arrangement of financing of teature films, partial financing, or the arrangement of financing through a distributor. In the 13 to 15 pix scheduled for production, Seven Arts will contribute approximately \$17,500,000, Stillman reported. He added, however, that all the films that will be distributed by United Artists will be distributed by United Artists will be distributed by that company. In addition to utilizing banking sources, Seven Arts will have a multimilion-dollar revolving fund available for its various projects, Stillman noted. man noted.

sales chief Robert Rich, will be ducer of "The Misfits," with issued in groups of 40, with negotiations now taking place for the clirist batch.

Stillman indicated that the com-

sociation with the Mirisch Co.

The company also has participations in such films as "The Day of The Gun" (Universal), "Anatomy of a Murder" (Columbia), "The Nun's Story" (Warners), and "Strangers When We Meet" (Coll. The company's participation in these films stemmed from original ownership of the film rights. In addition, the company has participated, with Hammer Films, Ltd of London, in the production of 18 of London, in the production of 18 films which were released in the U.S. by Col, U. and Paramount.

U.S. by Col, U, and Faramount.
Upcoming pix in which Seven
Arts will be co-producers or will
participate include "The Roman
Spring of Mrs. Stone." based on a
rovel by Tennessee Williams to be
produced by Louis de Rochemont
for Warner Bros. release; "The
Sergeant" and "The Powder Keg." Sergeant" and "The Powder Keg." both to be distributed by UA, and "Lolita," "The Watch That Ends the Night," now in the process of development with Tyrone Guthrie to direct, and "The Long Walk." to star Laurence Harvey. No production or distribution arrangements have been completed as yet on the latter three.

Seven Arts also is the owner of the American rights of the German film. "Rosemary," now in release in the U.S., and has also acquired U.S. rights to the remake of "Maedchen in Uniform," produced by Arthur Brauner's CCC Films of Germany.

man noted. Seven Arts' principal function will be the assembly and development of packages. The actual physical production will be turned over to selected production will be turned over to selected producers, according to Stillman. The pix Seven Arts is presently connected with include "The Mistis," Two for the Seesaw." 'West Side Story," and "8y Loved Possessed." all to be distributed by Arts is the sole pro-

be released to ty under the execu-

be released to tv under the executive direction of Hyman, who pioneered the release of films to video, include "The Prince and the Showgirl," "Strangers on a Train," "The High and the Mighty," "Springfield Rifle," "A Star Is Born;" and "Hondo." "Stillman stated that the announced activities are the initial steps in the diversification of the business of the company which will not only be in the entertainment and land development fields, but in other fields as situations develop. The company's homeoffice will be in New York.

The officers of the company, in addition to Stillman, are: Chesler, chairman of the board of Seven Arts Productions Ltd; Hyman, president of Seven Arts Associated Corp. and v.p. of Seven Arts Productions; W. Robert Rich, v.p. and general sales manager Seven Arts Associated, and Donald Klauber, v.p. and national sales manager Seven Arts Associated.

#### **Donna Hits Gotham**

Continued from page 1

forced more than 4,000 residents, renters and weekenders into an evacuation across the Great South Bay and the comparative safety of the Long Island mainland.

The beachniks spread out along the 40-mile sandbar (one-quarter mile wide) got their post-midnight ride across the Bay from the Coast Guard, commercial ferries who cuffoed the commuters, and civil-ians schooners. Biggest exodus took

#### Fun Time

Fun Time
Ottawa, Sept. 13.
Rough electric storm hit Oftawa for about 20 minutes (9) and produced a telephone-cable goofup that sent phone conversations over the transmitter lines of a radio station and combined deejay shows with private phone gabs.
Lightning split insulation on cables carrying both AM and telephone signals, water seeped in and did the interconnecting. CFRA, local AMer, invaded more than 2,000 private phone lines and carried some of the conversations on its airers.

place at Ocean Beach where the ferries started shuttling over around 2 a.m. and continued running until the last big boat left after 4 a.m.

After 4 a.m. Most of the Islanders had hit the sack before the advisory report predicted a hurricane threat to the beach. It was about 12:30 a.m. when sirens began to sound and Coast Guardsmen and police started knocking doors to wake the people. Warning was that Donna was due to reach the beach between 5 and 6 a.m. and those who wanted to leave the Island could. There were several hundred diehards who decided to buck the blow in the protective schoolhouse in Ocean Beach but the majority packed gear and ran for the boat. It was different this time from the big 1938 disaster when Islanders only had an hour's warning to get out.

In all, it was an orderly exodus.

warning to get out.

In all, it was an orderly exodus and well-informed one. WGLI, a Babylon (L. I.) indie, stayed on all night tracing Donna's path and cooperating with the Coast Guard in getting evacuation instructions to the smaller communities.

It was only fitting, said some early morning wags, that the last boat out of Fire Island should be the Queen.

Most legit houses exchanged Monday's tickets for another night, Exceptions were "Vintage 60," which preemed to a sellout, and "Fiorello" which provided no exchange for the strandees.

cuange 10; the strandees.

"Sound of Music" adopted an
unusual policy, ticketholders called
in their locations which were put
up for resale. Most shows, except
"Music" had available seats.

### **WB Homeoffice Meets**

Theatremen from the east and

### **Desire Under the Acropolis**

Greek Exec Pitches Athens' Climate, Costs as Haven For Yank O'Seas Production

#### Parker's Hayakawa Biopic

Steve Parker, husband of Shirley MacLaine, both of whom are Orient-minded, is planning to film produce "Zen Showed Me The Way," the Sessue Hayakawa auto-Way," the Sessue mayanana biography which Bobbs-Merrill just published. Hayakawa is the Japa-

published. Hayakawa is the Japa-nese-American film star, now 70, whose personal memoir includes an abortive attempt at hari-kirl when he was very young. While Zen Buddhism is the theme, the veteran film player's general career would constitute the film version. Book title will prob-ably be switched for pix marquee purposes.

### **ACLU**, Importers Join Chi Fight

Washington, Sept. 13. perican Civil Liberties

Washington, Sept. 13.

The American Civil Liberties Union and the Independent Film Importers & Distributors of America have filed briefs against the Chicago film censorship ordinance as challenged in the Times Film Corp. case now awaiting argument before the U.S. Supreme Court.

The ACLU declared that Chicago has "subjected motion pictures to a type of censorship traditionally abhorrent to a free people." It said it did not challenge the right of the city to punish publication or exhibition of books, motion pictures, etc., which violate "legally acceptable standards." However, the ACLU added that it did challenge the right of any government body to enact a law requiring advance submission of motion pictures for censorship—the key issue in the case.

In another "friend of the court" brief, Michael F. Mayer, attorney for the Independent Film Importers and Distributors, asserted that foreign pictures have "an impytant message for America." He added:

"They tell of the customs, cultures, hopes and dreams of peoples of other lands. We do not acclaim their superior virtues as such, but we submit that in the market place of free ideas it is the essence of democracy that they should not run the risk of suppression prior.

place of free locas it is the essence of democracy that they should not run the risk of suppression prior to showing. This is what we believe to be the un-Constitutional vice of the Chicago ordinance." The motion picture involved in the case is "Don Juan," Austrian product

### COL'S \$1,000,000 FLOOR ON 'PEPE' EXPLOITATION

Film industry's big push for tall Frim mutusty's big puts for tain boxoffice stakes appears gaining momentum. The push is via major outlays of promotion dollars for either (1) exploitation specials such as Joseph E. Levine's "Hercules" (chained or otherwise) or (2) top-caliber productions.

ccaliber productions.

In the latter classification is George Sidney's "Pepe" and it's with this that Columbia now about to make the sweeping ad splurge. Jonas Rosenfield Jr., company's exec in charge of adpub-exploitation, said the picture will start off with a minimum budget of \$1,000,000 for promotion and merchandising.

Actually, according to Rosenfield, no specific figure has been set for either the United States or foreign market backing. Admoney will be allocated as it's

for either the United States or foreign market backing. Ad money will be allocated as it's deemed warranted but in no event will the total expenditure be less than the \$1-mil.

It's clear that Col is getting behind "Pepe" with loying care. Special units have been established for this single picture, headed by Jerome Safron on the sales end and Harry McWilliams on the adoub. Approach to the public will

Greek film industry would be ore than happy to welcome to Greek film industry would be more than happy to welcome to Athens U. S. producers who may be disenchanted with rising costs in other European locales, according to George Zervos, veepee and managing director of Anzervos Film, production-distribution-exhibition combine.

Zervos, in New York last week to buy equipment for company's new studios in Athens, noted that while the Greek industry now turns out approximately 60 films a year (for a population of 8,000,000) country has not only the facilities but the climate to make ideal settings for U. S. filmmen. Speaking both as a renter of studio space as well as a local producer, Zervos said he wasn't afraid that an influx of Yank producers would send costs skyrocketing and make domestic production more difficult.

Foreign film production beneath Zervos, in New York last week

mestic production more difficult.
Foreign film production beneath
the Acropolis is picking up considerably, he reported, what with
Columbia's just-finished "Guns of
Navarone" and three features set
in coming year by 20th-Fox. This
activity must inevitably help the
local, industry, said Zervos, by
bringing money in and introducing
Greek technicians to the ways of
U. S. counterparts.

Exec also reported that the pres-

Exec also reported that the present government is "film-minded" and has under consideration legislation designed not only to foster lation designed not only to foster domestic production but also to attract outside film people. Measure would offer certain bonuses to foreign producers and facilitate remittance of earnings. On domestic front, it would introduce a "modified" screentime quota arrangement, under which exhibs would be required to play certain Greek-made films deemed of special interest and importance by a committee of ndustry, government, church and education reps.

Zervos left New York for Holly-

church and education report.

Zervos left New York for Hollywood Sunday (4) for a quick study
of Hollywood studio procedure, the
better to run his new plant in
Athens. Exec may also talk a couple of coproduction deals with interested indies and try to set a
deal for his own "I seroon of Dedeal for his own "Lagoon of De-sire," an exploitation item which already has been released in Euro-pean markets with considerable success.

### 20th's Schreiber

Continued from page 3 = duties, while various department

heads will handle the remainder. As explained by the homeoffice exec, this will allow Schreiber more time to work on such "super-projects" as "The Greatest Story

Ever Told" and "Cleopatra."

Last month it was announced that Sid Rogell, exec production manager, at the Hollywood studio, was going to Europe for at least four months to supervise foreign productions. Lewis (Doc) Merman, formerly with the now-defunct Pine-Thomas Productions, taken over Rogell's studio chores.

Another key shift was last month's appointment of David Brown, studio story editor, as a producer. He was succeeded by Ted Strauss, eastern story editor.

Rogell, Schreiber and Brown all have employment contracts with the company with a number of years left to go.

### Belafonte to Jazz

Continued from page 1 Ford but no mention of the ture's Negro theme, as pattern here has been dismal b.o. for pix with race angles. Yet the film is going strong in this city and in other Japan keys. Expected to get big play too is "Porgy and Bess."

one explanation for the "black culture" boom, especially among the unrestful youth of this nation, is a feeling of kinship for the Negro, who is generally seen here as a political and social outcast in his native lands.

### Picture Grosses

### Pitt Offish But 'Psycho' Wham \$23,000 in 4th: 'Ocean' Solid 18G, 2d

Pittsburgh. Sept. 13.

All the deluxers had a soft Friday, the night the Pirates played at home, but recovered on Saturday for boff returns. Hence, the current week looks like another winner. "Psycho" at Penn in its fourth round and "Ocean's 11" in second at the Stanley dropped off but still are smash. but still are smash.
"From the Terrace" remains ex

"From the Terrace" remains accellent in fifth at Fulton and "Let's Make Love" is okay in third at Harris. "Captain's Table" is trim at Squirrel Hill while "Ben-Hur" remains wow in 34th week at

remains wow ...
Warner.
Estimates for This Week
Fulton (Shea) (1.365; \$1-\$1.50)—
"From Terrace" (20th) (5th wk).
Sharp \$5,000. Last week, \$6,900.
Harris (Associated) (2,100; \$1-

Harris (Associated) = 150)—"Let's Make Love Harris (Associated) 2.100. 31.50. - (2.10t) 48.1.50. - (2.10t) 48.1.50. - (2.10t) 48.300. Last week, \$8.300. Penn (UATC) (3.300; \$1-\$1.50. - (2.10t) 48.1.50. - (2.10

Penn (UATC) (3.300; \$1-\$1.50)—
"Psycho" (Par) (4th wk). Boffo \$23,000. Last week, \$28,000. Squirrel Hill (SW) (834; \$1.25)—
"Captain's Table" (20th) (3d wk). Oke \$2.500. Last week, \$3.500. Stanley (SW) (3.700; \$1-\$1.50)—
"Ocean's 11" (WB) (2d wk). Solid \$18,000. Last week, \$30,000. Warner (SW) (1.513; \$1.50-\$2.75) —"Ben-Hur" (M-G) (34th wk). Ten"Ben-Hur" (M-G) (34th wk). Ten-

-"Ben-Hur" (M-G) (34th wk). Ter-rific \$17,500. Last week, \$19,000

### TIME' FAST \$12,000, BUFF; 'OCEAN' 15G, 3d

Buffalo. Sept. 13.
First-run biz is looking up here
this stanza, mainly because of
strength of longruns plus one solid
newcomer. Newie is "Time Machine," which shapes fast on opener at the Buffalo. "Ocean's 11" is: er at the Buffalo. "Ocean's 11" is heading for another socko session in third week at the Center. "Psycho" is big in sixth round at Paramount. "Let's Make Love" is rated fair in third at Century. "Self-interfect Third Walls (370; \$1.25-\$2) — "Oscar Wilde"."

Paramount. "Let's Make Love" is rated fair in third at Century.

Estimates for This Week

Buffalo (Loew) (3.500; 70-\$1)—

'Time Machine" 'M-G) and "Day

They Robbed Bank of England" helped to the Robbed Bank of England" (M-G). Fast \$12.000. Last week in 11th w Sutton "School Century (UATC) (2.700; 70-\$1.25)

—"Let's Make Love" (20th) '3d wk). Smash \$15.000. Last week, \$8.000. Lafayette (Basil) (3.000; 70-\$1].—

"Michael Strogoff" (Indie) and "Two Blondes in His Life" (Indie). Mild \$5.500. Last week, \$12.000; 1251—"Sen-Hur" (M-G) (26th wk). Big \$10.000. Last week, \$12.000 Cinema (Martina) (450; 70-\$1)—

"Teek (Loew) (1.200; \$1.75-\$2.75)—"Ben-Hur" (M-G) (26th wk). Sturdy \$7.500. Last week, \$7.00 incorrow (2d wk). Okay \$2,000. Last week, \$2,600.

### 'Love' Fair 5G, Omaha; 'Strangers' Mild \$6,000

Omaha, Sept. 13.
Opening of football season plus
first cool weather in months is
blamed for offbeat, at downtown
first-runs this session. New entry
'Let's Make Love' at the Omaha
looks only fair. "All Fine Young looks only fair. "All Fine Young Cannibals" at State also is fairish in first round. Second week of "Strangers When We Meet" shapes mild at Orpheum. Hard-ticket "Ben-Hur" is still okay in 30th stanza at Cooper.

Estimates for This Week

Cooper (Cooper) (693; \$1,55-2.20)—"Ben-Hur" (M-G) (30th wk). Okay \$6,500. Last week, \$6,800.

Omaha (Tristates) (2,066; 75-\$1)

—"Let's Make Love" (20th). Fair
\$5,000 or near. Last week, "Ocean's
11" (WB) (3d wk), \$7,000 at \$1\$1.25 scale.

Orpheum (Tristates) (2.877; \$1-\$1.25)—"Strangers When We Meet" (Col) (2d wk). Mild \$6,000 after

State (Cooper) 743; \$1) — "All ine Young Cannibals" (M-G). air \$4,000. Last week, "Time Mahine" (M-G) (2d wk), \$5,000.

#### **BROADWAY**

(Continued from page 9) Sunday (11) was big \$10,000 after \$12,000 for 19th session.

Murray Hill (R&B) (565; 95-

Murray Hill (R&B) (565; 95-\$1.80 — Started in Naples" (Par) (2d wk). This round winding to-morrow (Thurs.) is heading for smash \$13.000 after new record of \$22,000 for opening week. Holds.

Paris (Pathe Cinema) 1588; 90-\$1.80)—"End of Innocence" (Un-ion) 13d wk). Second session ended Sunday (11) was fine \$7,500 after \$9.500 in first.

9,500 in first.

Plaza (Lopert) (525; \$1.50-\$2)'Apartment' (UA) (14th wk). The state of the st

\$15,000 for 11th round.

\$68th St. Playhouse (Leo Brecher).

\$68th St. Playhouse (Leo Brecher).

\$67th St. Playhouse (Leo Brecher).

\$67th St. Playhouse (Leo Brecher).

\$70th St. Playhouse (Parker).

\$70th St. Playhouse (Parker).

\$70th St. Playhouse (Parker).

\$70th St. Playhouse (Parker).

\$70th St. Playhouse (Park

| Continued from page 8| | Continued from page

### 'Gantry' Fancy \$15,000, St. Loo: 'Psycho' 18G, 3d

St. Louis, Sept. 13.

Some new fare here this round,
"Elmer Gantry" being top newcomer with a nice stanza at Loew's
State. "Crowded Str" State. "Crowded Sky," also new, is only fair at the Fox. "Psycho" continues boffo in third round at the St. Louis. "Ocean's 11" is still smash in sixth session at Esquire but "Let's Make Love" in second week at Ambassador looks only

#### Estimates for This Week

Ambassador (Arthur) (2.970; 60-"Let's Make Love" (20th) (2d wk). Fair \$10,000 near. Last \$18,000.

Apollo Art (Grace) (700; 90-\$1.25)—"School for Scoundrels" (Indie) (2d wk). Good \$2,000. Last week, \$3,000.

Esquire (Schuchart-Levin) (1,800; 25)—"Ocean's 11" (WB) (6th Socko \$10,000. Last week, \$12,000

Fox (Arthur) (5,000; 60-90) "Crowded Sky" (WB) and "Ch troose Caboose" (U). Fair \$13.0 troose Caboose" (U). Fair \$13.000.
Last week, "Hell to Eternity" (AA)
and "Raymie" (AA) (2d. wk), \$14.000.

Loew's Mid-City (Loew) (1:160; \$1:50-\$2:50) — "Ben-Hur" (M-G) (16th wk). Great \$13,000. Last veek, ditto.

State (Loew) (3.600: 60-90)mer Gantry" (UA). Fine \$15,000. Last week, "Strangers When We Meet" (Col) (3d wk), \$13,000.

Pageant (Arthur) (1,000; 60-90) "From Terrace" (20th) t2d wk Okay \$5,000. Last week, same.

St. Louis (Arthur) (3,800; 60-90) (Par) (3d wk) smash \$18.000. Last week, \$24,000

Shady Oak (Arthur) (760; 60-90)
-"Carry On Nurse" (Indie) (16th
k). Okay \$1,000. Last week,

#### Hot B.O. Summer

Continued from page 7

tha Hyer); "Secrets of the Purple Reef," "Destruction Test" (Brad-

Let's Make Lo.
Fair \$7.500. Last ween.
Alayette (Basil) (3,000; 70-\$1)—
ichael Strogoff" (Indie) and
wo Blondes in His Life" (Indie)
Id \$5.500. Last week. Tiger
y" (Cont) and "Four Desperate
en" (Indie). Same.
Paramount (AB-PT) (3,000; 702.55 — "Psycho" (Par) (6th wk);
ig \$10,000. Last week, \$12,000.
Teck (Loew) (1,200; \$1.75-\$2.75)
—"Ben-Hur" (M-G) (26th wk);
iturdy \$7.500. Last week, \$12,000.
Cinema (Martina) (450; 70-\$1)—
Come Dance With Me" (Union)
I'd wk). Okay \$2,000. Last week,
\$2,600.

CHICAGO

(Continued from page 9)
—"September Storm" (20th) (24
wk). Good \$15,000. Last week,
\$25,000.

Palace (Indie) (1,434; \$1.5-\$3.50)
Palace

### National Boxoffice Survey

Biz Tapers Off; 'Ben-Hur' Champion, 'Psycho' 2d,
'Ocean' 3d, 'Love' 4th, 'Naples' 5th

It's the week after the Labor Machine" (M.G., comparatively Day holiday session and biz in new, will be 11th while "Carry many key cities covered by On, Nurse" (Gov) rounds out the by tion, cities along the Atlantic sea-board were further sloughed by the first big hurricane of the sea-

the first big hurricane of the season. Trade on two days was deeply cut in such keys as New York,
Philly, Providence and Baltimore.
"Ben-Hur" (M-G) again is champion, same as a week ago. In fact,
it is considerably ahead of its
nearest b.o. competitors in actual
coin. "Psycho" (Par) is capturing
second place, same as last round,
and only a step ahead of "Ocean's
11" (WB) which was third also last
week.

"Let's Make Love" (20th) moving up to fourth position com-pared with third a week ago. It is still a bit spotty but in such keys as N. Y. Providence, Toron-to and Denver it ranges from big to socko.
"It Started in Naples" (Par) is

"It Started in Naples" (Par) is finishing fifth, attesting to the continued popularity of Clark Gable, one of film's stars. "House of Usher" (AI) just getting around i the keys, is taking sixth place. "From Terrace" (20th' is capturing seventh spot, It was sxthaweek ago, and has been higher on the list for weeks. "Strangers When We Meet" (Col) is landing eighth-place money. "Can-Can" 20th) will wind up ninth. eighth-place money. "Can-Can"
(20th) will wind up ninth.
"Elmer Gantry" (UA), 11th last round, is taking 10th place. "Time

LOS ANGELES

Top 12: "School For Scoundrels" (Cont) is pacing the runner-up pix. Others in this category are "Come Dance With Me" (Union) and "I'm All Right, Jack" (Col).

Right, Jack" (Col).
Pictures just being launched are inclined to be uneven. "Hell To Eternity" (AA) shows promise, being fine in Philly good in L. A. and sharp in Frisco. "Crowded Sky" (WB) is in like category. being nice in Washington, tall in K. C., okay in Portland and fair in St. Louis.

"All Fi Young Cannibals" (MG), okay in L. A., shapes fair i Omaha and mild in Providence and Portland. "Angel Wore Red," also from Metro, is lean in K. C., so-so in Detroit and good in Boston.

so-so in Detroit and good in ton.

"Jungle Cat" (BV), fancy in Chi, is nice in N. Y. and okay in L. A. "September Sform". (20th), also new, looks good in Chi. "Doctor in Love." also from 20th-Fox. shapes wow in Toronto.

"Windjammer". 'NT) continues great in Detroit. "Pollyanna" (BV), stout in Chi, looms okay in Philly. "Portrait in Black" (U), okay in Minneapolis. is fair in N. Y. on its extended-run. "Bells Are Ring-". (M.G.). okay in Toronto.

ns extended run. "Bells Are Ringing" (M-G), okay in Toronto fair in L. A. (Complete Boxoffice Reports on Pages 8-9). its extended-run.

(Continued from page 8) —"Let's Make Love" (20th) (3d wk). Heavy \$15,000, Last week; \$17,800.

Hollywood Paramount (1,468; 90-\$2)—"All Fine Cannibals" (M-G) (4th w Young "All Fine Cannibals" (M-G) (4th wk). Oke \$7,000. Last week, \$7,500.

Orpheum, El Rey Metropolitan-FWC) +2,213; 861; 90-\$1.50)—"El-mer Gantry" (UA) 44th wk) and "Man of West" (UA) (reissue) 40r-pheum (3d wk), "Ice Palace" (WB) (El Rey) (3d wk), Soft \$6,900. Last week. \$10,800.

Iris, Loyola (FWC) (825; 1,298; 90-\$1,501—"Psycho" (Par) (Iris) (5th wk) (Loyola) and "Rat Race" (Par) (Loyola). Handy \$7,000 or

Fox Wilshire (FWC) (1.990; \$2-2.40)—"Ocean's 11" (WB) and \$2.40)—"Ocean's 11" (WB) and "Rat Race" (Par) (2d wk). Dull \$5,-Last week, \$6,700.

Fine Arts (FWC) (631; 90-\$1.50)

— "Jungle Cat" (BV) (5th wk).

Firm \$3,100. Last week, \$4,700.

Warner Beverly (SW) (1,330; \$2-\$2.40) — "Strangers When We Meet" (Col) (8th wk). Perky \$5.500. Last week, \$6,200.

Music Hall (Ros) (720: \$1.85 \$2.25)—"I'm All Right, Jack" (Co (8th. wk). Sturdy \$5,500. Las weck, \$5,900.

\*Crest (Elect) (750; \$1.25-\$2) — "Carry On, Nurse" (Goy) (27th wk). Robust \$3,500. Last week, \$4.000.

Carthay (FWC) (1,138; \$1.75-\$3.50) — "Can-Can" (20th) (27th wk). Mild \$9,000. Last week, \$8.100.

Hollywood (Cinerama Warner Warner Hollywood (Cinerama Inc.) (1,389; \$1.20-\$2.65)—"Search for Paradise" (Cinerama). Started 32d week Sunday (11) after big \$18,400 last week.

Egyptian (UATC) (1,392; \$1.25-\$3.50)—"Ben-Hur" (M-G) (42d wk). Sock \$29.300. Last week, \$33,300.

#### **BALTIMORE**

#### BOSTON

(Continued from page 8)
(9) was nice \$6,000. Last week,
\$6,500.

(Sack) (1.277; \$1.50)-Gary "Started in Naples" (Par) (3d wk). Hot \$12.000. Last week, \$16.000, above estimate.

Kenmore (Indie) (700; \$1:25-\$1:50)—"Carry on Nurse" (Guv) (16th wk). Big \$6,000. Last week,

Metropolitan (NET) (4.357; 70-\$1.10)—"Let's Make Love" (20th) 3d wk). Sad \$7,000. Last week, \$8,000.

Sa.000. Last week. "All Fine Young Cannibals" (M-G) and "Day Robbed Bank of England" (M-G), \$11.000.

\$11.000.

Paramount: (NET) (2.357; 70-\$1.10)—"Psycho" (12th wk). Great \$10.000. Last week, ditto.

Pilgrim (ATC) (1.900; 60-\$1.10)—"One Foot in Hell" (20th) and When Comedy Was King" (20th) rerun). Good \$8.000. Last week, "Time Machine" (M.G.) and "Tarzan's Lost Safari" (Indie) (2d.wk), \$8.000

Saxon (Sack) (1,100: \$1.50-\$3)— Ben-Hur" (M-G) (43d wk). Wham Ben-Hur \$17,000. Last week, \$18,500, above

State (T-L) (730; 75-\$1.25) (Formerly the Trans-Lux)—"Naked Holiday" (Indie) and "Love in the City" (Indie) (2d wk). Good \$5,500, last week, \$7,000.

#### **NSS-Col Feud**

fection is a giant step backward, and not the "important step forward" claimed by the Tevens

and not the important step for-ward" claimed by the Texans. The Texans' claim of complaints about the NSS service brought from Robbins the rejoiner that the

BALTIMORE

(Continued from page 8)
\$2.50)—"Can-Can" (20th) (16th wk).
Upped to oke \$4,600 after \$4,000 in previous week.

New (Fruchtman) (1.600; 50-\$1.25)—"Let's Make Love" (20th) (2d wk). Okay \$5,000 after \$8,000 in first.

Playhouse (Schwaber) (460; 90-\$1.50)—"School for Scoundrels" (Cont) (4th wk). Nice \$2,800 after \$3,000 in third week.
\$3.000 in third week.
\$3.000 in third week.
\$1.250—"Ocean's 11" (WB) (4th wk). Down to fair \$6,500 after \$7,000 in third.

Town (Rappaport) (1.125; \$1.49-\$2.50)—"Ben-Hur" (M-G) (24th wk). Lofty \$9,000 after \$9,500 in previous frame.



### Film Reviews

Continued from page 6

#### Besire In the Bust

incest, might well pipue boxoffice interest among the indiscriminating fans.

Picture has a good cast headed by Raymond Burr, Martha Hyer and Joan Bennett, plus a number of promising young players, but they a.e all stymied by Charles Lang's overcharged and cliche-ridden screenplay from a Harry Whitting cliche-ridden ton novel which contains enough p'ots for three films. Physical pro-duction, fortunately, is excellent, particularly Lucien Ballard's crys-tal-clear black and white Cinema-Scope camera-work, which creates a mood and authentic atmosphere never reflected in melodrama itself.

Belf.

Hero of the piece is a young scrub farmer (Ken Scott), who recturns to his home town after serving six years in the chain gang on a manslaughter charge of which he is innocent. It quickly turns out that he took the rap for Miss Hyer, with whom he was having an affair at the time of the "accident" and whose wealthy daddy. Raymond Burr, has aspirations to be governer and didn't want a scandal: Seems that the victim of the accident was Miss Hyer's little brother. dent was Miss Hyer's little brother, the four-year-old son of Burr and Miss Bennett, and that Miss Ben-nett, who witnessed the accident been insane ever since.

Scott returns to town with ev Scott returns to town with every intention of resuming with Miss II-er, which he does for one night, after which he learns that while he has been gone she has married the young doctor treating her mother. And Miss II/er is the kind of brazen dame who, when upbraided by Scott for infidelity to him, suggests, in all seriousness that "half by Scott for infidelity to him, sug-gests, in all seriousness, that "half a loaf is better than none." Like anv noble young neriurer. Scott is furious and eventually succeeds in exposing both dauchter and father who, in the end, are left with just each other, which seems to suit them fine. They have a "close" relationship.

The newcomers in the cost— Scott. Anne Helm. Jack Ging. Breit Halsey—fare better, perhaps because they don't have to strike each melodramatic attitudes. Also ench melodramatic attitudes. Also, contributing good support are Ed Pinns, as a crusading newspaper editor: Kelly Thordsen, as a cooked sheriff; and Margie Mahoney and Deuglas Fowley, as a couple of earnest cracker types.

#### Beyond the Time Barrier

Uninspired sci-fi meller-with-a-message. Usual sex science-and-spectacle hard sell could rack up ample b.o.

Hollywood, Aug. 31, sternational relesse of Rob-aduction. Stars Charke. Dar-ns: with Arianne Arden-leff. Stephen Bekssy, John Red Morgan, Ken Knox. Tem R vick, Neil Fleicher William Sharred, James American Internation ( Clarke production, ne Tompkins: with ladimir Sokoleff, Stern on Flournoy, Tem Reack Herman, Willian Dreclen, Red Morfen, her Andex Flurmor, William Shaperl, Jones ems. John Loughnev, Russell Market, cited by Edgar G. Ubmer, Screenplay original story, Arbur G. Piercek error and State of the Company of the control of the Company of

sarke
See Tombkins
Arianne Ariden
Giener Sckoloff
Gener Sckoloff
G tent
Force Chief of Staff
Richmen
neral York
retney P. tterson
menel LaMont
onel Curtis

That familiar world of the fu-ture, the one with the antiseptic underground civilization governed by a benevolent despot who has a ncerground c.viization governed to a very act who has a But with the current public portain and a wicked right and man, turns up again in American International's "Beyond the irem Barrier."

The only ingredient that disting legend. hand man, turns up again in Amer-ican International's "Beyond the Time Barrier."

guishes this effort from its many predecessors is the presence of timely political message—law of predecessors is the presence of a timely political message—lay off the nuclear testing 'cause the cosmic rays will get you if you don't watch out. This preach-peace aspect is put over with some impact via the absence of the expected happy ending, but it is preceded by too much quasi-scientific mumbo-jumbo and melodramatic absurdity to register with a desirable degree of conviction. Nevertheless, the promise of sex, science strable degree of conviction. Nevertheless, the promise of sex, science and spectacle (the three big S's of the exploitation pic) ought to do the customary effective job of selling this less-than-awe-inspiring picture for AIP in the market for which it is intended.

According to Arthur G. Pierce screenplay, an early space explorer Robert Clarke, who doubles as Robert Clarke, who doubles as producer-start crosses the fifth dimension via the speed of light and a resultant "relativity paradox," winds up in the year 2024, finds mankind paying the fee everybody is sterile save the leader's daughter) for its 1960-71 nuclear meddling. Object is that he get back to 1960 by reverse "relativity paradox" so he can tip off contemporary powers about what's to become of mankind if man isn't kinder to fellow-man, pronto. pronto

Clarke, the actor, does some of Clarke, the actor, does some of the more capable emoting in Clarke, the producer's, picture. Any doubts that glamour won't exist in 2024 are dispelled by Darlene Tompkins, who plays the bead man's daughter, a deaf-mute with man's daughter, a deaf-mute with ESP and sex appeal. Key roles are dispatched in mechanical fashion by Arianne Arden, Vladimir Soko-loff, Stephen Bekassy and John van Dreelen. Director Edgar G. Ulmer fares favorably when the action is set in 1960, but his con-ception of 2024 behavior leaves a lot to be desired to be desired.

The film is technically and artistically sound, if uninspired. Mercdith M. Nicholson's lenswork is dith M. Nicholson's lensye accomplished, Ernst Fegte's duction design familiar but Though producer-director William Ciaxton has succeeded in injecting quite a bit of surface excitement in the film rone of it is more than skin-deep. Thus Miss Bennett, looking as lovely as everis saddled with a silly illness and preposterous, split-second recovery of her senses when the accident in which her son was killed is received by a couple of amoteur psychiatrists. Miss Hyer and Burraled are strictly papier-mache.

### Paucho Villa y la Valentina cho Villa and Valentina) (MEXICAN-COLOR)

MEXICAN-COLUR.

Mexico City. Sept. 6.

Peliculas Nacionales ralease af Ismed
Redriguez roduction. Series Pedro ArBrodinguez roduction. Series Pedro ArWootezuma. Humberto Almaren: guest
Suppearances by Dominion's Solor. Fimilia
Cuiu. Arturo Martiner. Directed by
Griguez Streemplay. Jem. el
City. Running time. 90 MINS.

This year celebrates the 50th anni of the Mexican Revolution and the motion picture industry has made a series of productions the revolution w era, with many of them ce ing around the legendary figure of Pancho Villa who may be a bandit in American eyes but who, in the last two years, has attained the stature of a Mexican hero.

Pedro Armendatiz interprets Villa and makeup department has made a real resemblance to the bundit-revolutionary. This one treats of the love life of Villa with Eisa Aguirre, in her farewell film appearance, playing the role of Valentina, femme revolutionary.

Story is pure fantasy, with little regard for historical events. And instead of a true picture of Villa's personality, there is more stress on anecdote and improbability than on reality. Villa turns out in this one as bandit at times, high-ninded lover of his country in others; then a naive country bumpkin and in other sequences as one of Mexico's geniuses of the revolu-

### September Storm STEREOVISION-C'SCOPE-DE LUXE COLOR)

Trite treasure hunt saga with 3-D and some exciting scenics for main draw. Routine story shapes as an okay programmer ith some juve trade appeal.

Chicago, Sept. 9. Chicago, Sept. 9.
Twentieth-Fox rel of Edwin
Alperson production; 'tare Joanne Dra.
Mark Stevens, Robert Nrauss', Asher
Dann Teatures Jean Pierre Kerieh, Claude
Conette, Directed by Byron Haskin,
Screenplay, W. R. Burnett: c:mera, Jorge
Stahl Jr.; editor, Alberto Valenzuela; art
director. Boris: Leven; special effects,
Jr., Raoul Kraushar; underwater camera,
Lanar, Borem underwater director, Paul
Exider, Reviewed at Oriental Theatre,
Chicago, Sept. 9, 60, Running time, 110
MINS.

Another 3-D entry, this one called Stereo-Vision, and some prominent visits of storied Majorca furnish the salient interest i Edwin L. Alperson's "September and the state of called jorca furnish the salient inte Edwin L. Alperson's "Sept Storm," an otherwise routi venture varn that sends three men and a woman in pursuit of a multitillion dollar sunken gold horde.

The predictable storm at sea and some underwater shots for skin-diving fans breathe the only other life in this little-ado-about-nothing item in Cinemascope and De Luxe color.

As with earlier dimensional efforts, this one also requires those bothersome Polaroid spectacles, but for most audiences the genbut for most audiences tne gen-erally sharp and realistic quality of Stereo-Vision should compen-sate. Unfortunately, process re-quires simultaneous use of both projectors, necessitating about a 10-minute intermission for which 10-minute Intermission for which poor provision was made in the story line. Moreover, too little advantage has been made of the optic novelty in tracking the gold—a flaw in part due to Jorge Stahl Jr.'s stiff camera work. By the denouement, it's clear some 15-20 minutes could, easily have been clipped. Stahl

Film introduces Asher Dann Film introduces Asher Lann, an-improbably handsome specimen who isn't likely to impress on any-thing but looks in this debut. How-ever, in fairness, his role is too flat and corny to fairly gauge the depth of his talent; but his "new face" presence could be a selling point with the juve trade.

W. R. Burnett's screenplay con-W. R. Burnett's screenplay con-cerns a couple of boat burns—Mark Stevens and Robert Strauss—who connive to get Dann to run them out on the classy yacht of his Parisian employer. Joanne Dru is aboard for the usual ambivalences vis a vis Stevens, and all three men pursue her.

There's good underwater lensing There's good underwater lensing by Lamar Boren, and Alberto Valerauela's editing is okay. Byron' Haskin's direction is slow-paced and almost uninterested, though it's hard to see how he could have done much better under the script burden. The score by Edwin L. Alperson Jr. and Raoul Kraushaar doesn't intrude especially, and Ray Mercer draws credit for the "ottical research."

#### Piccadilly Third Stop (BRITISH)

Conventional, but qu'te brisk, thriller based on the "rob-bery-that-goes-amiss" idea; okay booking for popular

London, Sept. 6 Rank release: of : g Sydney Box Asso-ciates (Norman Williams) production; Stars Terence Morgan, Yoko Tani, Mai Zetterling, William Hartnell, John Cruw ford, Dennis Price, Directed by Wolf Rila, Story, screenolay by Leigh Vance-camera, Ernest Steward, editor, Bernard Camera, Ernest Steward, editor, Bernard Camera, Ernest Steward, editor, Bernard Camera, Ernest Steward, editor, Mernard Totalie, Jondon, Running Jime, 90 Mills. square 90 MINS ni ic ter-squere Theatile, London, Administration, 30 Mills.

Terence Morgan Voko Tani Pready John Crawford Christine Mai Zetterling Colonel William Hartneil Permany Colonel William Hartneil Permany Charles Kay Albert Douglas Robinson Bride's Mother Gilliam Haude Robinson Charles Morgan Charles Morgan Charles Morgan Charles Kay Albert Gilliam Haude Police Sergeant Ronald Leigh Hunt Police Sergeant Ronald Leigh Hunt

There has been a recent spate There has been a recent spate of pix dealing with the activities of gangs of crooks whose daring robberies go astray and lead to a sock climax before justice is served. "Piccadilly Third Stop" hardly pretends to be in the first league with such films, but its brisk enough with good performances. It should be a very acceptable booking for popular houses.

petty crook who works with John Crawford, a tough smuggler. He introduces suckers to Dennis Price's gambling parties. He meets the naive daughter of a foreign ambassador in London (Yoko Tanl), who innocently reveals that her father is out of the country and that in the embassy safe is \$280,000, in cash. Morgan plans to st al the dough. He seduces Miss Tani who is so infatuated that she agrees to help Morgan in the robbery. He works it out in great det il.

Wolf Rilla's direction is crisp

Wolf Rilla's direction is crisp-and straightforward while the thes ing places no great strain on the cast. Morgan once again effecthe cast, Morgan once again effec-tively plays smooth, dangerous, playboy crook. Crawford makes a very heavy "heavy," but the role calls for it. Price is firstless as, the suave, ruthless gambling boss.

Best of the male performances comes from William Hartnell, as the vet safecracker. Hartnell gets a chance to play a middle-aged the vet safecracker. Intrinel geta a chance to play a middle-aged character part which requires amusing observation. The two women, the misses Mal Zetterling and Tani, are both comely but well

The London atmosphere is well done. Final sequences below subway rate a nosegay for the and production departments, Pr Green's music, as usual, plays an unobtrusive but colorful part in the proceedings. unobtrusive but the proceedings.

#### The Night Fighters

Unexciting Irish war meller for program market with Rob-ert Mitchum for the marquee.

United Artists release of a DRM-Raymond Stross production. Stars Robert
Mitchum, Anne Heywood, Ben OHerliby,
Mitchum, Anne Heywood, Ben OHerliby,
Same Bonet, Nill MacGinni, Harry Brogan,
Elleen Crowe, Geoffrey Golden, Hilton Edwards, Wilfrid Downing, Christopher Rhodes, Eddie Golden. Directed
by Tay Garnett. Screenjaz, Robert
Frank, Campbell, Am book, 'A Terrible
Brash, Campbell, Campbell, Terrible
Brash, Campbell, Hollywood, Sept.

Robert Mitchum
Anne Hewwood
Dan O'Herlihy
Cyril Cusack
Richard Harris
Marianne Eenet
Harry Brogan
Eileen Frowe
Confrey Golden
Willen Edwards
Christopher Rindes
Eddie Golden MINS.

Dermot O'Neill

Neeve Donnelly
Don McGonnis
Jimmy Hannafi
Sean Reilly
Bella O'Neill

Ned O'Neill Ned O'Neill Patrick O'Neill Kathleen O'Neill Sergeant Crawley Father McGrory

the omnipresent dreamy atmosphere, Nazi saboteurs, politi-cal interference by the church, grinding poverty, IRA intrigue, a ge-old British-Irish conflict. Against this backdrop are played too many personal dramas to be too many personal dramas to be handled effectively in 89 minutes.

handled effectively in a minutes.

The hero, Dermot O'Neill (Mitchum), is a powerful, sleeping giant of a man who, against his better judgment, joins the local contingent of outlawed Irish Republican Army to help harass the British out of Northern Ireland. He disapproves but tolerates the IRA's collaboration with Nazi Germany

Many.

Attempt to deal with this and several subplots results in some scenes being brief to the point of the scenes being brief to the point of unintentional humor; motivations and some problems are left unresolved. Tay Garnetts, direction does little to mitigate this objection to the Robert Wright Campbell screenplay, yet there are touching love scenes between Mitchum and Anne Heywood and many scenes soak up the rich etmosphere of Ireland, where the film was shot. Total effect that of unevenness.

Mitchum etches an absorbing

of unevenues.

Mitchum etches an absorbing portrait through most of the pie purchalled the burner of the pie particularly heroic, the characterization languishes. Richard Harris, as the hero's buddy, and Miss Heyewood, as the sweetheart, have some fine moments. Dan O'Herlihy's roletis stereotyped but he conquers it from time to time. Cyrll Cusack is skilled as always.

Technical aspects are satisfactory. Mitchum etches an absorbing

### Sands of the Desert

Charlie Drake, top tele comic, makes slapstick debut here; fun often is strained, but should satisfy Drake's fans. An "iffy" deal for the U. S.

London, Sept. o.

Warner-Pathe re'rase of an Associated
British (Gordon T. Scott) production,
British (Gordon T. Scott) production,
Brusch, Producer, Gordon T. Scott Directed by John Paddy Carstairs, Forenplay by John, Paddy Carstairs, Forenplay by John, Paddy Carstairs, Forenlaislog, Charlie Drake, camera, Gilbert,
Taylor, Edd. Prichard Best Ruber,
Best Ruber, Charlie Drake
Charlie Sands Charlie Drake
Janet Sarah Branch
Janet Sarah Branch
Bosson Raymond Hunley
Schelk Ibrahim Harold Kasket
Harold Kasket
Harold Kasket Stantes utilo. Rummus mennes utilo. Rummus Crei March Carlo School Carlo Peter Illing
Harold Kasket
Marne Maitland
Neil McCarthy
Paul Stassino

Charlie Drake, a tubby, curly-haired little comedian, has become one of Britain's top tv comedians. This is his first screen effort under anis is his first screen enort under his longterim contract with Associated British. They've teamed him with director John Paddy Carstairs, a deft hand at comedy pix. Result is an unabashed slapstick farce. The fun is uneven, Whereas 30 minutes of Drake in his now tele show is okay with his own tele show is okay with many, 92 minutes of such a specialized comedian tends to pall, However, "Sands of the Desert" should please the faithful Drake

should please the faithful Drake following.

This has Drak as a clerk in a travel agency who is sent to open a desert holiday camp. He runs into trouble with some thugs of a local sheik who is determined the camp shall not open because it is on land sinch the sheik knows to contai il. Eventually, the two warring tribes come together. Drake gets the camp opened the oil is discovered and hi employer halls him as a genius. genius.

genius.

There's nothing wrong in bringing in such old Iriends. Drake energetically extracts the fullest qualitation of mirth from his material. But, on this showing, he is a reperittious comic, and it may be difficult in the future to find fresh fresh for his brand of correductions. Malone Wilfrid Downing Included the Corrigan Eddle Goden Park Corrigan Eddle Goden Park Corrigan Eddle Goden Eddle the yarn. There's also a pleasant piece of work by a grave-eyed child, Rebecca Digman, Apart from the harem charmers, the only sizable femme part is that of Sarah Branch, as a newspaper reporter.

porter.

Color and lensing is good, but the editing, as so often this sort of film where one rarely leads to another, is often eriatic. "Desert" will do okay with additional continuation and in audiences. But orratic. Desert will do okay with undiscriminating audiences, but Drake might have been well ad-vised to have thinned down on his role until he has gained greater big screen experience. Rich.

#### The Sins of Rachel Cade (COLOR)

Religious ruples vs. sexual desires in a Belgian Congo setting, Earrest but generally uninspired meller, B.O. pros-pect slim.

Hollywood, Aug. 26.

Warner Bros. release of Henry Blanke oduction. Stars Amps Bickinson, Peter Release of Henry Blanke Stars Amps Bickinson, Peter oody Strude, Junio Hernandez, Freder & O'Neal, Mary Wickes, Scatman rothers, Rafer Johnson, Charles Wood, ouglas Speneer, Directed by Gordon ouglas Speneer, Directed by Gordon ouglas Speneer, Directed by Gordon business of the Warner of Hernander Hollywood.

MIMS.
Rachel Cade Angle Dickinson
Col. Henri Derode Peter Finch
Paul Wilton Roger Moore
Kula. Rachel Cade's Aide John Erro Col. Henri Derous Paul Wilton Kuge, John Errol Kula, Rachel Cace's Aide John Errol Muwango, the Medicine Man Woody Strode

Kalanumu, the High Priest Juano Hernades Frederick O'Neal Marie Grieux Mary Wickes Wusinga Scatman Crothers Kosongo Rafer Johnson Charles Wood Charles Wood Nimba

One of filmdom's favorite stamp-ing grounds, the Belgian Congo, is (Continued on page 21)

### **JOLLY FILM**

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### Feature Reviews From Venice Fest

#### Tunes Of Glory

**PICTURES** 

pathetic role, but he is always a match for his costar. The scene in which Milis is established as a which Milis is established as a paranoic is extremely moving. He plays it with considerable delicacy. As always in British pix of this calibre, the feature cast is hand-picked. Such polished performers as Dennis Price. John Fraser. Gordon Jackson and Alan Cuthbertson lend distinguished support. Kay Walsh and Susannah York as the only two femme members of the cast maintain the high standard.

#### El Lazarillo de Tormes (The Valet of Tormes) (SPANISH)

Venice, Sept. 13.

Golden Bear, at the Berlin Film Fest this year. It is difficult to see why since it is mainly a stolid-ly told narrative about the adventures of a little valet in 16th Cen-

adults all contribute acceptable stylized performances. Technical credits are good. This is a costumer that does have some pointed satirical, morbid humor but is somewhat repetitious. A good hypoing and handling could give this a chance abroad on its story. Production values are good. Mosk.

#### Maribel Y La Extrana Familia

(Maribel and the Strange Family) (SPANISH)

Venice, Sept. 6.
Tarfe velesse of AS production. Stars Sylvia Pinal; features Adolfo Marsillach, Julia Caba Alba. Guadalupe Sampedro. Trini Alonso. Directed by Jose Maria Forque. Screenplay, Miguel Mihura: camera, Jose Atuayo: editor. Tibor Reves. At Venice Film Fest. Running time, 110 MINS. Sylvia Pinal
Adolfo Marsillach
Julia Caba Alba
Guadalupe Sampedro

This good idea gets fairly thea-This good idea gets fairly inea-frical, pedestrian mounting to make it primarily a Hispano lingo entry abroad where its okay entertain-ment values might make it pay off. It does not maintain the original pace to fit it into regular play-dating

pace to fit it into regular play-dating.

A timid widower meets a flashy girl in a bar. He brings her home to meet his family, a giddy mother and aunt who want to be up-to-date. They ask her to marry their son and nephew. There is some comedy in the conflict of genera-tions with some added deventitions, with some added dramatic twists, in the suspicion that the shy young man might have drowned his first wife. But it all

Technical credits are good and acting acceptable if a bit mannered. The direction lacks the required snap. Hence, this is essentially a talky piece.

#### Romeo, Julie A Tma (Romeo, Juliet And Shadows) (CZECHOSLAVAKI)

CZECHOSLAVAKI)
Venice, Sept. 6.
Czech State Film production and release. With Ivan Mistrik, Dana Smutna,
Hrima Schbalova, Frantisek Smolik, Jiri
Play, Jan Oitenasek, Weiss; camera,
Vaclav Hanus; editor, F. Hasek, At VenLee Film Fart, Running time, 95 MNS.
Lee Film Fart, Running time, 95 MNS.
Hand Jirina Sejbalova
Mother Jirina Sejbalova
Mother Jirina Sejbalova

ling again. It is a possible arty entry abroad but difficult for gen-eral chances except for lingo

Directed by Cesar Adayin, Streenplay, Ardavin based on a classic novel; camera. Manuel Berenguer; editor, J. Baena. At Venice Film Fest. Running time.

Manuel Berenguer; editor, J. Baena. At Venice Film Fest. Running time.

Marco Paoletti list are topnotch. The film won the Rilmd Man

Juan Jose Menender Sexton

Carlos Casaravilla Grand Prix at the recent Saint Sepain. It is showing out of competition here.

#### Vento Del Sud (South Wind) (ITALIAN)

It is statistically diverting and could be an okay lingo bet with some specialized bookings abroad.

Based on a famous Spanish classic, this is somewhat like a morality tale as it shows a little boy's travels around Spain working for various adults who are all either vain, stupid, cupid, egotistic or self deceptive. He has to be shrewd and conniving to keep alive.

Marco Paoletti is sonewhat mannered as the wily valet while the adults all contribute acceptable stylized performance.

Venice, Sept. 6.
Soviet release of a Denfilm Production.
Features Peter Gibbov. V. Platov. M.
Ulanov. R. Spykov. Directed by Vladimir
skij. camera, G. Marnjan: music. M.
Schwarz. At Venice Film Fest. Running
time, 89 MINS.

This rhetorical war pic detailing some aspects of the last World War's defense of Leningrad, looks to have no export chances. It was

to have no export chances. It was shown in competition here. Disjointed story line concerns members of an air squadron charged with defense of the city, as well as some aspects of city life under wartime duress and hunger. One good sequence depicts the crossing of a frozen lake by a life-line truck convoy under constant German shelling. Though some scenes have similar hard-hitting handling and lensing, the film adds nothing to an already heavy backlog of war pix except an unusually heavy dose of flagwaving for the Soviet cause.

Attempts at inserting human

Soviet cause.

Attempts at inserting human values are likewise doomed by overweighty handling, particularly noticeable in the wooden performances from all concerned. Air

#### Adua E Le Compagne (Adua and her Colleagues) (ITALIAN)

a nouses.

The girl has come to see a family recently sent off to a concentration camp and is hidden by the boy. Their fear is slowly dissipated as love grows, but is intensified when German reprisals grow after the murder of the Hangman of Prague, This leads to her discovery and sacrifice for the boy.

Director Jirl Weiss has given this a simple, firm mounting which allows the characters to grow while the terror of the war is ominpresent, Dana Smutna has poise and can give depth to her portrait of the doomed Jewish girl which enhanced by a handsome and expressive face. All others perform well under the guidance of the director. This is another moving war film that transcends its theme in depicting love in wartime ruins and restriction. and, to a more imitted degree, to the Signoret. Mastrojanni and Riva names, with dubbing perhaps more indicated than a subtitled release. It has plenty of exploit-able angles and costuming. But the need for cutting is obvious since a bit unwieldly at its current two and a half hours. This was shown in competition. in competition.

Director Antonio Pietrangeli has sensitively treated his topical story, which deals with the at-tempt at a new life by a quartet of ex-prostitutes thrown out of house ex-prostitutes thrown out of house and job by a law passed in Italy a few years ago abolishing prostic emporiums. Girls open a country tavern-restaurant. After several gauche attempts to acclime themselves to normal life and house-keeping chores they seem to have made the grade in a desperate search for true love and understanding. Then they are unceremoniously thrown back into their old existence as social outcasts.

production Sara Sections.

Ai. Pro Garram.

Ai. Pro Garram.

Ai. Pro Garram.

Print Fest. Running time.

Ai. Pro Garram.

Ai. Film treat.

Ai.

quences and bits of dialogue will probably run into censorship trouble here and there, but on the whole in view of the subject at hand, it's been handled with remarkable discretion, despite the sharp bite of certain scenes. Lensing is fine and Piero Piccioni's musical backing in a jazz mood is apt. Otter credits are good.

Hank. Hamk.

#### Onna Ga Kaidan O Agaru Yoki (When a Woman Goes Unstairs)

(JAPANESE-SCOPE)

Venice, Sept. 13.
Tobo production and release. Stars
Bideko Takamine, Masayuki Mori; feature Dainek Kato Tatsus, Vokandature Totalise Kato Tatsus, Vokandavenice Dainek Kato Tatsus, Vokandakura Tatsus, Vokandature Tatsus, Vokandatu time; 110 MINS.

to Hideko Takamine
saki Masayuki Mori
Dajsuke Kato
Taisuya Nakadai

Grandather Frantisek Smolik Volta Frantisek Smolik Volta Smolik Volta Smolik Volta Frantisek Smolik Volta Smolik Volta Smolik Volta Frantisek Smolik Volta Smolik I Smolik Note Smolik I Smolik Note Smolik I Smolik Note Smolik I Smolik I Smolik Note Smolik I Smolik I

drama on one woman's attempt to

cope with such a situation.

Drama is inherent in her relations with men on the job, with her family always pressing her for money. Direction is subtle and displays an understanding of female psychology. The slow, measured treatment makes this mainly an art entry for abroad and a special-ized one at best. Hideko Takamine ably portrays

the woman forced into this work. She gives it an insight and passion that make her plight important but not hopeless as she goes on despite many rebuffs, use by married men and general difficulty of her po-sition. Acting and technical credits sition. Acting and technical are outstanding.

#### Ceneri Della Memoria (Ashes of Memory (ITALIAN-COLOR)

Venice, Sept. 13.
Corona-CLM production and release
Written and directed by Alberto Caldana
Camera (Ferraniacolor), Cario Ventimic
liai; 'editor, Caldana: commentary, caldana: Luigi De Santis. Tino Banieri. A
Venice Film Fest. Running time. 43 MiMS

Medium-length documentary is Medium-length documentary is a tactful but forceful statement on last Christmas' resurgence of syna-gogue desecrations and anti-semi-tism around Europe. It shows to-day's Italian-Jewish community. day's Italian-Jewish community. And then it traces the terrible persecutions of Jews under Nazismvia photos and film footage to make its eloquent objective statement against intolerance.

The present day scenes are shot in color. These filmic remarks have been made before but this summing up with the last outbreaks of this recourse is timely and faut.

this scourge is timely and taut. It could be a fine specialized supporting film abroad or a fine video program special. It is well mounted and commented.

Mosk.

#### I-Re-Ha-Ni-He-He-To (Of Men And Money) (JAPANESE-C'SCOPE)

Venice, Scott 1.

Venice, Sept. 1.

Schooliku release and production. With Kotif. Sada. Vanconka 10. Selii Mith Sept. 1.

Sugueld, Talji Tonoyuma. Directed by Noboru Nakamura. Screenlay. Shinoth Hashimoto, Takeo Kunihiro: camera. Vushun Atauts editor. T. Mayusumi. At Venice Film Fest. Running time, 109 Militä. Amano Kolji Sada Matsumoto Yunosuko ito Director Seiji Miyaguchi Assistant Taiji Tonoyama

Film deals with some petty pitchmen and hoodlums who set up a securities corporation in which they invest money of peo-ple who give it to the org. Savvy handling of the dough and immu-

handling of the dough and Immunity from the law makes them all rich but a stock mart crash leads to their downfall at the hands of a plodding detective.

Pic effectively denotes corruption in high places and the detective's fight to avoid giving in to the lucrative payola. But it is all somewhat talky and didactic and lacks the dramatic insight that would have made this a more incisive tale of big business ethics: would have made this a more in-cisive tale of big business ethics and morality. As is it is slickly made but seems of dubique export value for possible dualer or lingo use. It has the earmarks and pace of Yank pix of this genre. Thesp and technical credits are good.

Mosk.

### Legy Mindhalalig (Be So Till Death) (HUNGARIAN)

(HUNGARIAN)

Venice, Sept. 6.

Hungarofilm production and release.

With Mari Toricak, Iren Pseta, Tibor Bitaker, Ferenc Bossonyi, Directed by Lamio Ranody, Screenplay, Josef Darvas from book by Zeigmond Morice; camera, Film Fest. Running time 90 MMS.

Girl Mari Toricak

Mist Iren Pseta Friend Tibor Bitakey

Professor Ferenc Bossonyi

Perenc Bossonyi

Perenc Bossonyi

In a Hungary of the 1930's a 2-year-old boy is smart enough to et a scholarship to school. This get a scholarship to school pic concerns his adventures as he in many criven out of it by adult intrigues into which he is dragged in spite of himself. The film has a feeling for the period and children without being quaint. This is a good moppet pic, and has some lingo house possibilities abroad. abroad.

abroad.

The boy here is bright and tries to please. But he's used by a young man as a go-between with a girl he elopes with. Then he is accused of stealing a lottery ticket. The adult incomprehension sends him out of school but into an acceptance of life.

School life is well portrayed and the abilities extremely well have.

#### Toro Negro (Black Bull) (MEXICAN)

WELXICAN)

Venice, Sept. 6.

Matouk production and release. With Fernando Casanova. Terre Velasques Miguel Mansano. Directed by Benits camera. Enrique Wallace: editor, Jame Braches. At Venice Film Fest. Running lime: 90 MiNS.

Cavino. Fernando Casanova Arec Velanova Casanova Casano

Behind-the-scenes builfight tale deals with a would-be matador of poor background who does not make it because of a lack of tale ent rather than the fighting spirit. Though not penetrating enough in characterization this is briskly told. Film holds interest ith lingo situations interested in this type of yarn. More general situations or chances abroad remain doubtful. The young hero has a girl who

The young hero has a girl who helps him, and friends, but simply fails to measure up on the big day, his first bull fight in a small town

Director Benito Alazraki has a flair for incisive observation and denoting milieu but the film tries to make a small event too sweep-

to make a small continuing in import.

Acting and technical credits are good while the builfight de-mystification is another okay hypo peg.

Mosk.

#### Il Suffit B'Aimer (It Is Enough To Love) (FRENCH)

rrench.

Venice, Sept. 13.

Edic-SENC-Tamara production and release. With Dantle Ajoret, Madeleine Sologne, Bernard Lajarrige. Directed by Robert Darene, Screenlay, Gilbert Ceemaine Artur, At Venice Film Fest. Running time. 105 MINS.

Bernadetie Daniele Ajoret Mother Rate Research

This details the story of Bernadette in an textbook manner which seems more acceptable for school and specialized bookings than for the commercial circuits. It is solidly made, ith the story blocked out ithout any surprises. It looms only for restricted chances road.
Technical credits are fair, with

the right luminous lensing quality, Danlele Ajoret, as Bernadette, has the proper cestatic quality during her visions. Her final retreat and last days are also acceptably done. This is a solid religioso film to be handled accordingly. Mosk.

### Pix Peppier

Continued from page 3

much spark on the creativity end, Hollywood has broken with its own much-endeared tradition in terms of picture-making, and thi obviously has contributed to the b.o. good.

b.o. good.

The major point of significance, claim the pic business analysts, is that the trade is thriving on the type of production that just couldn't be done on tv. The filmmakers began their exodus from the routine with widescreen and other production plusses all precluded from tv by the money considerations. siderations.

cluded from to by the money considerations.

But, in addition, that bold new approach to "adult" entertainment in terms of story figures as a big asset for the theatrical b.o. To be sure, to hasn't entirely shied away from subjects that were regarded as too hot to handle in past.

But there's been nothing like the devastating horror as i "Psycho," or the frank discussions of illicit sex as: "Strangers When We Meet," Or, to continue, a ribald evangelist as in "Elmer Gantry," or a devastating sizeup of husbands prone to infidelity as in "The Apartment," or the flippancy about things moral as i "Can-Can." These all are among the big b.o. winners in the theatrical market; they'd not likely qualify for showings during the prime hours on the family-intimate home screen, "Ben-Hur" tops the list and its

screen.
"Ben-Hur" tops the list and its "Ben-Hur" tops the list and its production vastness makes it obvious why tv could never offer anything like it. But in this instance, the basic consideration for purposes of this essay is that Hollywood is doing something different—even if it involves a terribly-risky investment of \$15,000,000. The conclusion is that Hollywood (whether operating in Ceylon or Culver City) is spending more and trying more provocative themes in

trying more provocative themes in trying more provocative themes in the major, and so far successful, effort to set itself apart from con-ventional tv. And, tv. is helping, by remaining conventional.

### Film Reviews

American, even a Yank from Boston. Those playing African natives are at the mercy of a nagging inconsistency in which their adherience to superstitious tribal customs clashes with their extremely articulate English speech, Outstanding among this group is the sensitive performance of Errol John as the heroine's lovable aide. Others who carry on gamely are Woody Strode, Juano Hernandez, Erederick Juano Hernandez, Frederick
O'Neal, Scatman Crothers, Rafer
Johnson (the Olympic decathlon
champ) and Charles Wood, as well
as Mary Wickes and Douglas

Direction by Cordon Douglas is nowhere near as perceptive as it should be. There is also a distract-ing tendency to jam the lens right into the pupils of the heroine's eye. She has pretty eyes, but there is a limit to intimacy. Generally capable craftsmanship is otherwise exhibited by cameramman J. Peverell Marley, editor Owen Marks and art director Leo K. Kuter. Max Steiner's music is satisfactory.

#### French Mistress (BRITISH)

Somewhat frail Joke enlivened by performances by well-tried British thesps. Humor uneven, if harmless, but should find a profitable spot in easygoing theatres.

British Lion release of a Boulting Bros-production. Stars Ceell Parker, James Robertson. Justice. Jan. Bannen. Arnes Robertson. Justice. Jan. Bannen. Arnes Lers. Irene Handl. Directed by Rev Boulting. Screenplay by Roy Boulting. Screenplay by Roy Boulting. Boulting. Screenplay by Roy Boulting. Boulting. Screenplay by Roy Boulting. Blay. editor. John Jympson; camera, Max at Studio one. London, Auk. 23, 70. Screenjay Dy Roy Boulling
De Company C

Billed as a "romp," the Boulting Brothers' latest entry grapples tenaciously with a fairly frail joke which doesn't stand up to its early promise. Based on a stage comedy by Robert Monroe (better known as the late confedian, Sonnie Hale),

#### **Executive Assistant**

6 years' experience in film production ding historical research and story analysis top producer in London, sacks similar M.A.: English but witty. Phone messages: Rigent 7-7100 (N.Y.)
BOX 1221, Variety, 154. W. 48th Ot., New York, N.Y.

against her natural sexual impulses. Arriving in the Congo, she over but the adults provide rather dramatically persuades the region's more fun. Agnes Laurent, playing lement to adopt the Christian philosophy, but has a common of a time practicing what handles her role appealingly. Not she has been preaching when a she has much to do except handsome American RAF doctor (Roger, Moore) arrives by unscheduled plane crash.

Enacting "Rachel Cade" is an bedevilled headmaster with his important assignment for Miss important assignment for Miss indicated the composed in spots. Finch, a convincing low-pressure performer, makes the most of his role. Moore is handsome, but far too, British-sounding to score in the part of an American, even a Yank from Boston. Those playing African natives are at the mercy of a pagazing at the more of the pagazing at the mercy of a pagazing at the provided pagazing at the more of the pagazing at the more of the

double take with skill.

Raymond Huntley. a stuffyminded clergyman: James Robertson Justice, as a bluff man-of-theworld schoolmaster, and Thorley
Walters as a pompous colonel who
is head of the governors, all handle
their roles with their customary
competence. Ian Bannen, cast as
the young lover, again testifies to
shis skill and charm. The distaff
side is also well served, with Irene
Handl giving another of her inimitable studies as a caricature of
a cook, Edith Sharpe excellent as
an understanding matron and
Athene Seyler chipping in with
some telling work as Huntley's
nosey, spinster sister.

Regarded as a team, the scholars
are okay, with Scot Finch, Richard
Palmer and Jeremy Bulloch having
the best opportunities of taking
individual impact. The

the best opportunities of individual impact. The of taking he school the best opportunities of learning individual impact. The school atmosphere is well caught, with good lensing by Max Greene and smooth editing by John Jympson. Mistress is occasionally inclined to snigger at sex rather adolescent way, but, on the whole, it is a reasonable diversion for unsophisticated audiences. Rich,

#### There Was a Crooked Man

(BRITISH)

Popular British comic, Norman Wisdom, mainly carries this one, his best effort so far. An entertaining mixture of slap-stick and character comedy, it's an obvious booking for Britial, and U.S. might well

London, Sept. 6.

United Artists release of a Knighter bridge Goth. Bryst release of a Knighter bridge Goth. Bryst release of a Knighter Soloman Wisdom: features Alfred Marks. Andrew Cruickshank, Reginald Beckwith, Susaniah York, Directed by Stuart Burge. Screenplay, Reuben Ship: camerassic, Kenneth Y. Jones, At Astoria, London, Aug. 31. '90. Running time. '90 MinS. Davy Cooper Norman Wisdom Adolf Carler Andre Mired Marks Adolf Carler Andre Mired Marks Station Master Reginald Beckwith Ellen Susannah York Fred Jean Clarke Flash Dan P. Timothy Bateson Flash Driver Fred Carlfiths Taxi Driver An Heffernan Restaurant Taxi Driver Hospital Sister Nurse Dutchman Ashton

Norman Wisdom, one of Britain's most reliable slapstick comedians. has been gradually enlarging his scope during his past few pix. "There Was A Crooked Man" is his first since he broke away from the Rank setup and it's a distinct step forward for the comic. Yarn is untidy, sometimes gets bogged down, suffers from too many contrasting styles and occasionally trips up over its own ideas. But despite these faults, it gives Wisdom a chance to act as well as bring in enough slapstick routine to make it a click for British audi- by star Dix.

ences. American ducat-buyers could also enjoy its modest fun.

Director Stuart Burge, a tv di-rector making his debut in feature rector making his debut in feature-films, has done a good job, con-sidering the many traps that heu-ben Ship's ingenious, though far-fetched, screenplay has laid. Ship has overloaded his story line but

The Sins of Rachel Cade it owes much to some determined to setting for some familiar bwana monkeyshines in "The Sins of Rachel Cade." Although it is an earnest and workmanlike effort, nothing very novel or enlightening of touch to provide a reasonable not make the setting. The sex Roy Boult is an earnest and workmanlike effort, nothing very novel or enlightening of touch to provide a reasonable occurs in the Henry Blanke production, which is based upon Charles Mercer's popular novel about a spinster missionary. Even the tribial dances have a shopworn Took about them. Without a socalled "boxoffire cast" to pave the called "boxoffire cast" to pave the called "boxoffire cast" to pave the others with relish. Discolline cracks not likely to be much of a grosser. A few exchanges of snappy d'alog crop up in Edward Anhalit's screenplay has laid. Ship harps friskly n. sex. Roy Boult in an earnest and workmanlike effort, nothing very novel or enlightening of touch to provide a reasonable quota of mild anusement. The title should help exploit this film.

Arrival of a comely, curvaccous school causes an upheaval at the called "boxoffire cast" to pave the where advent with alarm, other work when the scholars, in the throes of loby in a Northern seasife factory. It is provided that the town is under the control of, a swindler the control of, a swindler the control of a swindler the contr

yarn that it's like a fishing net, but the result is amiable comedy. The robbery, in which Wisdom and his pals pose as surgeons and tunnel from the operating theatre into the next door bank, is wildly funny. Wisdom getting caught up in a wool sorting machine, avoiding the cops, and finally blowing up the town has good clowning moments.

Wisdom, whether he's flirting, playing dumb, interfering at a town playing dumb, interfering at a town meeting or posing as a U.S. general with a southern drawl, carries the most weight in the cast, and mainly does it well. But there are other useful pieces of comedy acting, notably by Andrew Cruickshank, as the powerful villain, Alfred Marks, as the gang leader, Reginald Beckwith, as a station-master and Percy Herbert, as a prison warden. Susannah York, as the girl for whom Wisdom falls, stakes her claim as a useful new juye. Jean Clarke offers some Monroe wiggles.

Monroe wiggles.

Despite the outrageously implausible ending, "Crooked Man' is happy-go-lucky entertainment, with good technical support in all departments. It will win new supporters for a comedian who until now nearly found himself trapped by type casting.

### **Producer Sets TV**

- Continued from page 3 =

may be a bit partial, but he can't go along with major distribs' criticisms that pic is a chancey b.o. item because it's a message film.
Both "On The Beach" and "The Defiant Ones" were "message pictures, he says, but they "were on the other side of the fence." At same time, Raisbeck adds quickly that he doesn't want pic to fall into the hands of "the extreme right wingers."

right wingers."

Producer says further the U. S. film industry, which receives between "\$1,000,000 and \$2,000,000 a year from the Defense Dept. in terms of cooperation of men and equipment" in filmmaking, has film, providing it is technically okay, which he thinks it is.

When reminded that several major company films which contained anti-Communist messages had been resounding b.o. failures, Raisbeck answered that he thought his production could be exploited in such

answered that he thought his pro-duction could be exploited in such a way as to attract mass audiences, although he also contends that the U.S. public is a lot more interested in the anti-Communist fight than

### **Stratford Film Reviews**

#### The Rehearsal Goes On (CZECHOSLOVAKIA)

Stratford, Ont., Sept. 1.

Ceskoslovensky Film production and release. Directed by Jaroslav Balik, surpe, for the production and release. Directed by Jaroslav Balik, surpe, for the production of the production Stratford, Ont., Sept. 1

(In Czech: English Subtitles) In their films the Czechs have shown themselves to be the most shown themselves to be the most accomplished filmmakers in the Soviet bloe, excepting the Russians, and sophistication and good taste are usually to be found in their productions. In this picture however, rather oddly called "The Trial" at Stratford (although there is no reference to such a title on the film or in the official publicity) its interest in party politics has spoiled a good story. If, of course, this is a genuine picture of how political beliefs affect artistic values, then it's both revealing and disturbing.

This is a story of the theatre he in the Rus

This is a story of the theatre world in Prague and the problems of a young actor (Ivan Palec) who finds his growing popularity in finds his growing popularity films and television affecting nims and television arecting his stagework and family life. In the play he's rehearsing, he comes up against his old teacher (now an accomplished actor) whom he had once informed on in his days of

once informed on in his days of youth.

Had the script been content to stay within these bounds it would have developed into a powerful and dramatic conflict of ambition and personality, but unfortunately the hero has difficulty in being good Communist and in spite of giving spirited talks to his comrades and attending party meetings, he fails to realize, (until the happy fadeout that not until he understands what being a good Communist means can he also achieve artistic maturity as an actor. This sounds so unlikely and is expressed in such tiresome terms that one loses patience with the picture. Acting, direction and photography are all good, and the film presents some fascinating scenes of radio, television and theatrical activity in Prague.

Gera.

#### Adam Becomes a Man (LITHUANIAN)

Stratford, Ont., Sept. 25.
Lithuanian Film Studios production.
Director. V. Zhalakyavichus; seript. V.
Sriss Gira: photo, A. Majekus, music.
E. Bajsis. Cast: V. Puodjukatits. A. Boyarchute. S. Petropalits. At the Stratford (Ont.). Film Festivol. Aug. 25, 60. Running time, 83 MiNS.

(In Lithuanian: English Subtitles) While this is politically speaking a Russian entry, it has a style of its own and is not at all like Russian Neither is it as advanced as most of them.

The time is 1936, unemployment is widespread, the police are after the Bolsheviks and the city dwelers and peasants alike are selling their land and buying tickets from their land and buying tickets from the Alfa travel agency which promises them a new life in Buenos Aires. Among them are Adam and his sweetheart who work hard to emigrate together. But the rogue who runs the travel agency (and there's a shadowy American involved in this some-where) takes the money and the girl and speeds off on the night train to Nazi Germany.

What is Adam to do now? Join the party, become a man and work for a brighter future!

for a brighter future!
While it may not sound subtle, neither is this a heavy-handed yarn. It's a slow and solid O'Neillike work with a confused story-line and under-developed characters who etc.

duction could be exploited in such a way as to attract mass audiences, although he also contends that the U. S. public is a lot more interested in the anti-Communist fight than Hollywood bigwigs give it credit for.

Since it includes footage of the Quemoy shelling, producer says pic can be exploited for its action, as well as for one rape, two murders and "spectacle" scenes involving as many as 7,000 or 8,000 extras.

WPIX premiers will be hosted by star Dix.

Serge
(RUSSIAN)
Stratford, Ont, Aug. 30.
Sovexportfilm release of Mostlim Film
Studios production. Stras Borya Barhatov,
Serge Bondarchuk. S. Skobtseva: directed
by Georgi Danela: script, V. Panova, G.
Danela. I. Tahankin; photo. Anatoli Nicokkin; music, Boris Chaikovsky. At
Stratford (Ont.) Film Festival, Aug. 30,
60. Running time. 80 Misya Barhatov
Korostelev
S. Bondarchuk
Korostelev
S. Bondarchuk
S. Skobtseva Korostelev S. Bondarchuk
Marvana S. Skobtseva
Lidka Matasha Chechotkina
Vaska Servozha Metelitsin
Zhenka Ura Kozlov
Vaska's Mother L. Sokolova
Uncle Kost. J. V. Merkuryev

(In Russian; English Subtitles) This is a delightful, utterly charming story of a small boy who is wise but never precocious, showing episodes in his daily life and his relationship with his parents. Serge Bondarchuk plays the small role of the father in charge of a convergitive form with his of a cooperative farm with his customary skill, and is particularly good in a small scene showing him in a newsreel participating in

good in a small scene showing in a ceremony.

The little boy, played by Borya Barhatov, is so natural and winning at all times his performance is little short of astonishing, and a great tribute to director Georgi Danela. A gentle, peaceful child-stady introducing one slightly contrived note of the end when the parents plan to move away leaving the boy with an aunt for a few months. "Serge" comes as a welcome change from war stories and contains many fascinating glimpses of Russian life in the country today. While its commercial possibilities are not strong outside of specialized exhibition it should most certainly be included in the Soviet-American exchange. It will be shown in Canada as a matter of course.

#### Years of Youth (RUSSIAN-COLOR)

(RUSSIAN-COLOR)

Stratford, Ont., Aug. 29.

Sovexportfilm release of Dovzhenke
Kiev Studios production. Stars O. ZhivanKiev Studios Production. Platon Maiboroda. At
Stratford (Ont.). Film Festival, Aug. 29,

10. Running time, 82 MINS.
Natasha
Natasha
Sergel V. Rudol
V. Rudo

(In Russian; English Subtitles)

At the somewhat surprising request for "something lighter" by the festival administration, the Russians obliged with this tuneful, fest-moving but un-festival-musical which seems to contain all the best things from the Hollywood musicals of the "30s.

A musical romedy involving two young Illranian dancers who meet

A musical comedy involving two young Ukrainian dancers who meet on their way to Kiev where they hope to pass the entrance exams to a theatrical school, the plot contains such "novelties" as the girl and boy singing on top of a train, the girl posing as a boy and as her own sister, a "knowing" mother, a "show must go on" opening and many other familiar acts. The whole however, is put over with such zest, fast camera movement and smart editing that the time passes pleasantly enough Gera.

### **Contract Analysts** Wanted

Major Film Company Planning for the Future is Interested in Securing the Serv-ices of Several Highly Ex-perienced Contract Analysts. Please Write Giving Full Particulars Regarding Experi-ence, Age and Salary De-

**BOX V-1219, VARIETY** 154 W. 46 St., New York 36

### New York Theatre

RADIO CITY MUSIC MALL-"SONG WITHOUT END" THE STORY OF FRANZ LISZT starring DIRK BOGARDE on Franc Links
Onlines House to Standards & States Sales ON THE OREAT STAGE "FRETH

With a substantial I vestment inits new Sunday night schedule,,
NBC-TV is trying to minimize the
vagaries faced in Introducing fresh
product by kicking off "The Shirley
Temple Show," "National Velvet"
and "The Tab Hunter Show" on
Sunday (18), weeks before the major programmatic rivals get rolling.
NBC's chief concern is Miss Tem-

Jor programmatic rivals get rolling.

NBC's chief concern is Miss Temple's Sunday, 7-to-8 p.m. stanza. It cost the network in the vicinity of \$110.000 a week to do the program, and the show's market, the same as that for the "Walt Disney Show" on ABC-TV. Disney, beginning at 6:30 will bridge Miss Temple's anthology series "for the family." but ABC-TV has decided to launch it on Sept. 25, with the first of five consecutive reruns before offering up new product.

NBC. hopes that the six-week

offering up new product.

NBC hopes that the six-week head start on Disney will give it ample time to establish its big stanza. By the same token, the other two new programs, "National Velvet," at 8 p.m., and Tab Hunter at 8:30 p.m. are being brought in on the 18th in an effort for create a Sabbath viewing preference for NBC-TV.

This is the only major offers by:

NBC-TV.

This is the only major effort by any of the three webs to employ the once traditional tactic of vying to launch new shows ahead of the competition. Too many other things this season, like the recent writers' strike, have made it difficult enough just to get started before fall is over, hence, the webs have not made their usual effort to jump off early in critical program areas.

### FCC to B'casters: **Stop Making With** The Striped Pants'

Washington, Sept. 13.
The Federal Communications
Commission has issued a warning
to all broadcasters to take off
those striped pants.

The State Dept., FCC emphasized in a public notice, handles foreign relations, and radio or television licensees or applicants must stop muscling in on the act

FCC said this not only violates the international Hoyle but also is in direct conflict with a fed-eral law prohibiting "correspond-ence or intercourse" with foreign

eral law prohibiting "correspondence or intercourse" with foreign governments.

Said FCC: "As the constituted authority in such matters, either as advisor to the Dept. of State or directly, the Commission cannot sanction unauthorized individual negotiation by private parties with foreign governments in natters subject to its jurisdiction. It therefore requests that any proposals which may be subject to discussion with our neighboring countries and any arguments, knowledge or material with respect to broadcasting which may have a bearing on matters under discussion, or subject to discussion, be submitted to the Commission rather than to the authorities or licensees of these countries."

### Johnny Green's FM Show

Hollywood, Sept. 13. New intimate program will air FM Station KRHM starting Oct. 3 when composer-conductor Johnny Green inaucurates a one-hour Monday through Friday di-versified show tilled "Johnny Green's World of Music."

The 9 to 10 p.m. show will be iginate in Green's living room where he will have as his guests celebs of the entertainment world. Green's home is equipped with recording installation valued at

\$50,000 and contains an enormous library of recordings and albums. Program is sponsored by Ford Dealers of Southern California.

### 'Howdy Doody' Going Off Air With Flourish (Full Hour in Color)

When NBC-TV kisses "Howdy Doody" goodby, it intends to do it with the respect due this kidvid stanza which has had 13 consecutive years on the network Windup stanza on Saturday '24) will be in color and go a full hour, instead of the usual 30-minute weekly route. Web plans to pre-tape the special farewell program in two sessions, each a half-hour long. They'll be done on Thursday (22) and Friday (23) in the 30 Rockefeller Plaza headquarters, where the show has been lensed throughout nearly all its career.

Because of the special occasion tickets will be given first to NBC employees and their children, and only then to the general public, which has always had first call on "Howdy."

"Howdy."

Program, produced by E. Roger

Muir and hosted through most of its tenure by Bob (Buffalo Bob) Smith, is giving way in its regular Saturday ayem slot to a sponsored

### **Hope-Ginger-Como Politico Satire Set**

Bob Hope will satirize politics and national elections on his Oct. 22 NBC-TV program, a one-hour book show filmed over the week-end. Tabbed "Potomac Madness," Hope had his six writers sharpen their jabs and hired Sammy Cahn and Jimmy Van Heusen to collab on three tunes, including one tapped "Playing Politics."

Show has Ginger Rogers as the

Show has Ginger Rogers as the world's richest woman and a behind-scenes power in Washington, and Perry Como supports Hope, who essays a character billed "Gov. Gaylord Goober, the People's Candidate." Cast of 75 including hoofers is in support. Jack Shea directed. Jack Baker choreographed and David Rose orch backstopped, with Jack Hope handling producer reins.

He Quit 'Mrs. Burton' First In Order To Write Plays and Books

Order To Write Plays and Books

Hector Chevigny, for 32 continuous years a radio writer and most recently scribe for CBS Radio's "Second Mrs. Burton," made it clear the other day that radio didn't quit him. He quit radio—to gamble, at age 56, exclusively with plays and books. "Second Mrs. Burton," which Chevigny has penned since 1952, goes off in November amid the clatter of a format shift by CBS Radio. Chevigny said that he notified the network as far back as last June that he was going to quit in September to begin his freelance career. That was well before the word was given of the CBS program cancellation.

On Sept. 9, Chevigny left for a "tension-free" vacation in British Columbia.

### **ABC-TV's Got Red Ink Problems** In Daytime Sked

On Oct. 10, when ABC-TV begins to program the 11-to-noon strip, the network's daytime operation is expected to return to redink. This, reportedly, is only because the two new daily half-hour programs will not start out well sponsored, meaning that the profits from the afternoon programs will go to subsidize the added operations, at least for a time. However, during the rest of the ABC-TV day—from noon to 5:30 p.m.—the network will go into the fourth quarter of the year at about 80% of SRO. Last April, ABC made, a little money in "Operation Day-

but then business fell off during the summer. At present, daytime is clearly in the web profit

column.

Before that, the last time ABCTV made any money out of its
daylight programs the
fourth qu rter of 1958 and possibly
part of the first quarter of 1959;
when charter sponsors in "Operation Daybreak" were paying for 95'6 of the schedule. Afterwards,
there were several defections from
the new programming, because ratings weren't as high as some anticipated.

cants must stop muscling in on the act.

FCC said too many broadcasters are trying to deal directly with foreign licensees or foreign governments (particularly canada and Mexico) to advance their causes or "otherwise influence the course of negotiation between governments."

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Girceted, Jack Baker choreographed and David Rose orch backstopped, there is how the sporsorship picture stacks up in the fourth quarter for ABC-TV: "The Texan" at the presidential election, is not accidental. Hope already has taped his cause or "otherwise influence the show on which Joan Crawford, Patternation between governments."

FCC said this not only violates

### **TV Network Premieres**

(Sept. 14-23)

WED., SEPT. 14
The Aquanauts (film), Adventure, CBS, 8:30-9:30 p.m. Participating.

The Aquanauts (film), Adventure, CBS, 8:30-9:30 p.m. Participating.

SAT., SEPT. 17

Checkmate (film), Adventure, CBS, 8:30-9:30 p.m. Lever via J. Waller Thompson. Kimberly-Clark via Foote, Cone & Belding and Brown & Williamson via Ted Bates.

SUN, Sept. 18

Shirley Temple Show (tape, color), Anthology, NBC, 7-8 p.m. RCA via J. Walter Thompson and Beechnut-Life Saver vi Young & Rubicam.

National Velvet (film), Drama, NBC, 8-8:30 p.m. Rexall and General Mills via BBDO.

Tab Hunter Show (film), Situation Comedy, NBC, 8:30-9 p.m. Lorilard via Lennen & Newell and Westclox via BBDO.

MON, SEPT. 19

Pete and Gladys (film), Situation Comedy, CBS, 8-8:30 p.m. Carnation via Erwin Wassey, Ruthrauff & Ryan and Goodyear via Young & Rubicam.

Barbara Stamwyck Theatre (film), Anthology Drama, NBC 10-10:30 p.m. Alberto Culver via Wade and American Gas Lennen & Newell.

Jackpot Bowling (live), Sports Comedy, NBC, 10:30-11 p.m. Bayuk Cigars via Wermen & Schorr and Brunswick-Balke-Collender via McCann-Erickson.

TUES, SEPT. 20

TUES, SEPT. 26

Expedition (film). Action-Travel. ABC, 7-7:30 p.m. Ralston Purina via Guild, Bascom & Bonfigli.

FRI., SEPT. 23

Dan Raven (film), Action-Adventure, NEC, 7:30-8:30 p.m. Participating.

#### **SPECIALS**

Dow Hour of Great Mysteries (tape), NBC, Tuesday, Sept. 20, 10-11 p.m. Dow via McManus, John & Adams.
(Lists of network premieres include only programs new to television and the few instances of programs changing networks for the '60-61 season.)

### **John Crosby & the Two Bobs**

Seldom has a column triggered such an outburst as the one which John Crosby wrote last week for the N. Y. Herald-Tribune (plus his customary H-T syndication, which gave it cross-country multi-million exposure). The Crosby column took the Bob Sarnoff-Bob Kintner regime at NBC over the coals, characterizing the network management as a mess. Most industryites agreed it was one of the most outspoken, laying-it-on-the-line diatribes to come off the lay press.

multi-million exposure). The Crosby column took the Bob Sarnoff-Bob Kintner regime at 'NBC over the coals, characterizing the network management as a mess. Most industryites agreed it was one of the most outspoken, laying-it-on-the-line diatribes to come off the lay press.

Crosby's claim that the NBC network has fallen on lean days and has possibly been reduced to red ink status, in contrast to the fat profits era of Pat Weaver, the "visionary" (citing an annual earnings figure of \$18,000,000), threw the NBC top command into a tizzy and a succession of executive huddlings. What particularly hurt was the fact that, within 24 hours, RCA (NBC's parent) was starting to get "what gives?" mail from stockholders, attesting, if anything, to influence and wide readership of the Crosby column. From NBC's standpoint, the timing of the hard-hitting Crosby column could not have been worse. NBC had just come out of the political conventions smelling like roses, its new-found prestige in the area of news and public affairs helping to offset the known fact that the web was having more than its share of trouble in selling off its shows at established prices, necessitating deals. Thus, in one fell swoop, the Crosby column, throwing into sharp focus the realities of day-to-day networking, cancelled out most if not all of this new NBC advantage. Further, it reactivated the long smoldering difference in ideology (Weaver vs. Sarnoff) almost four years from the day Weaver exited the network. NBC's retaliatory letter addressed to Robert M. White 2d, president and editor of the Herald-Tribune, and which was published verbatim on the editorial page of the H-T, accused Crosby of bias and making false and damaging statments. Signed by the two Bobs, the letter stated that "contrary to Mr. Crosby's statements on how NBC's profits have sunk to the point where 'it may even be losing money,' the facts are that NBC's profits for the year 1959 were at a near-record level and for the fourth quarter of that year were the highest in the company's

### McCLEERY STANDS PAT ON 'DIRTIEST WORD'

Hollywood, Sept. 13. The title must have brought the

censors running but Albert Mcexecutive producer CBS-TV's Workshop, is holding his CBS-IV s Workshop, is nothing ins ground. He insists he'll use "The Dirtiest Word in the English Language" on the lead sheet of his Workshop script for Sept. 25 taping and Oct. 2 airing over the network.

and Oct. 2 airing over the network.

Be calming the web's censors,
McCleery explained that the title
has naught to do with a foul word
but concerned with personal emotions. He declined to tip the word.
One of the leads was offered to
Claire Trevor through her agent
Milt Rosner, but she'll pass it by
but not for reasons of the title's
double meaning. Three days after
the "dirtiest word" aircast she is
slated for a star guesting on "U. S.
Steel Hour" and considers it unfair to Steel appear on another,
show three days previous.

McCleery will direct the "dirty.

McCleery will direct the "dirty word" and among his associate pro-ducers on Workshop are Keefe Brasselle, nitery singer-comic.

### In Kaycee They Pick 'Roaring '20's' to Win Kansas City, Sept. 13.

Kansas City. Sept. 13.

KMBC-TV has some of the town s leading citizens following its fall programming in a contest to determine which shows bring the best ratings. Mori Greiner, ty manager for KMBC Broadcasting, showed film clips of 10 new ABC-TV shows to members of Rotary at their luncheon, asked the members to vote on their favorites.

Rolavians on the snot chose

to members of Rotary at their luncheon, asked the members to vote on their favorites.

Rotarians on the spot chose "Roaring Twenties" as show most likely to head the list after the Nov.-Dec. Nielsen survey is issued. Other faves, "Stagecoach West," "Law and Mr. Jones." "Naked City," "Harrigan and Son," "Bugs Bunny," "Guestward Ho!" and "The Islanders." Station will give prizes to the Rotary winners, Greiner called his presentation "The Wildest Horse Race in the World," eyeing the more than 50 new tv programs to bow this fall on various nets.

### **British Com'l TV Client Budget May** Hit \$224,000,000

London. Sept. 13.

The decision of a major pen company here to drop tv from this year's fall and Christmas advertising schedules ("last year we decided to try television advertising, but the results were not very encouraging") pinpoints the fact that as yet video has far from wiped newspapers off the map as medi. According to the latest Statistical Review of Press Advertising, newspapers grabbed a record \$102.200.000 in the second quarter of this year—\$4.200.000 over the previous high in the last quarter of '59 and 21% above the corresponding perfod last year.

21% above the corresponding period last year.

This press spending, though, hasn't come at the expense of two budgeting which it's calculated, will hit \$224,000,000. an increase of some 30% over 1959. Only field in which two seems to have benefited at the expense of newspapers is in fact that of soaps marketed by the major combines, although to return to the individual instance of the pen company aforementioned, the twappropriationated instead press campaign and being increased to a record sum for a pen manufacturer.

### **CBS Pacts Jack Harris** For Hour Action Series

## WB, COL: \$80,000,000 TV PIE

### The 0&0 Merry-Go-Round

Added to the hot legal skirmishing involved in NBC's massive four-city maneuver of television-radio properties is the prospect that renewal of the licenses of NBC's o&o's in Philadelphia and Washington could be turned into comparative contests for the

Washington could be turned into comparative contests for the valuable properties.

This is one of several possibilities that could emerge from the cross-fire of interests in the case. San Francisco Chronicle's latest, maneuver was to file an application for WRC-TV, Washington, the NBC o&o up for renewal which the net wants to sell to RKO General. If NBC does, it'll invest the money in the purchase of KTVU-TV, San Francisco. Among other things, the Chronicle outlet would lose its NBC affiliation.

The Chronicle has also filed an anti-trust suit in San Francisco-Federal Court seeking to block the KTVU sale and petitioned FCC for a consolidated hearing encompassing all the sales and barters encompassed in the NBC-RKO General deal. Philco earlier applied for WRCV-TV, Philadelphia, also up for renewal. NBC must dispose of that o&o under an antitrust consent decree with Uncle Sam, and proposes to trade it even steven for WNAC-TV, Boston, in a pact with RKO General.

### Something New: TV Chorus Call

CBS-TV's 'Right Man' Musical-Revue Suggests Pubaffairs Can Be Fun

"This probably marked the first time in television history," said CBS-TV producer Fred Freed on Monday (12) that a public affairs show has had a chorus call."

show has had a chorus call."

Show is "The Right Man," the CBS-TV Oct. 24 musical-revue of past Presidential campaigns, which Travelers Insurance will sponsor and Garry Moore will emcee. It's something of a new approach in that though having a serious purpose—"to show that with all the silliness and nonsense and shen anigans of the Presidential election campaign, it's turned out to be the right way for 171 years and still seems the best way there is to elect a President"—it "won't be solenn. We're going to try to have a little fun." says 'Freed.

Part of the fun will lie in addi-

a little fun." says Freed.

Part of the fun will lie in additional casting just completed for the show. There's Paul Ford, who'll do a pantomimic bit on the "ideal Presidential candidate." Thomas, Mitchell is set for the Grover Cleveland role, and Lorne Smith will play Harry Daugherty, of "smoke-filled rooms" fame. Previous castings included Cliff Arquette as Teddy Roosevelt, Celeste Holm and Martin Gabel.

Included in the show, which

Chicago, Sept. 13.

NBC-TV has plucked a sponsor brand new to network television, American Photocopy Equipment Co., for alternate weeks of "Chet Huntley Reports" Sundays at 5:30 p.m. Buy, which came through Irving J. Rosenbloom & Associates, a Chicago agency, is for 13 programs over 26 weeks in a majorminor deal involving alternate sponsor Kemper Insurance. It represents a splurge of over \$500,000 by the neophyte tele advertiser.

APECO, as the sponsor is known in shorthand, got its feet wet in local television this year on WBBM-TV, the CBS o&o, as underwriter of three pubaffairs specials, a documentary on the importance of primary elections and a two-part report on the Congo crisis. Manufacturer of office machines had set up national distribution only within the nast year

By GEORGE ROSEN

The arrival of the new television season throws into sharp focus the status of the major Hollywood studios in relation to network programming. For some months now all the big Hollywood months now all the big Hollywood companies have been retooling for the '60-61 push, both administrative and production-wise. What happens between now and the first of the year (by which time they'll have a pretty accurate estimate as to the worthiness of their product), will determine their place in the video scheme of things. And since, in the overall picture, what they do in television has such a vital bearing on the annual corporate profit & loss statement, the matter is one of grave concern, whether it's a 20th-Fox, a Warners, a Paramount, a Columbia or a Metro.

is one of grave concern, whether it's a 20th-Fox, a Warners, a Paramount, a Columbia or a Metro.

Warner Bros. and Columbia Pictures (the latter through the good auspices of its Screen Gems arm) are, of course, in the most enviable position of all, with production schedules on network programming aggregating some \$80.000,000—the WB product representing approximately one-third of the ABC-TV nightline sked and Screen Gems riding with some 15 skeins on the three networks. They've never had it so good.

But the story is somewhat different where MGM-TV, Par-TV and 20th Fox-TV are concerned, with the next few months determining the payoff, if any, in the administrative retooling at the three companies. Under the production masterminding of Bob Weitman (ex-CBS). MGM-TV, which has yet to make a solid splash in the tv network sweepstakes, goes to bat this work sweepstakes, goes to bat this reports "Islanders" we coping "Maverick"); and the full-hour, "Islanders" series, the Sunday 9:30 to 10:30 ABC-TV entry. At last reports "Islanders" we coping with some serious production problem.

Whether or not 20th-Fox under the Pae Levather reports "White Papers" deal was negotiated via W. B. Doner agency.

As Client Come-On Presidential candidate." Thomas Mitchell is set for the Grover Cleveland role, and Lorne Smith will play Harry Daugherty, of "smoke-filled rooms" fame. Previous castings included Cliff Artoughte to Stedy Roosevelt, Celest Holm and Martin Gabel.

Included in the show, which Freed scripted ("With an assist from Robert Sherwood and Morrie Ryskind and George S. Kaufman will be scenes from "Abe Lincoln in Illinois" and "Of Thee I Sing."

Retwork is treating the special programs on United. Nations coverage, and the web is out the basic reason NBC is announced in Illinois" and "Of Thee I Sing."

Network is treating the special of the Khrusischev arrival, etc., is to encourage a sale.

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Network is treating the special of the Research of the Rese

Anything For a Plug They're saying the hurricane

was just a pressagent stunt.
The "Donna Reed Show"
premieres its new season tomorrow (Thurs.) on ABC-TV

### HOW THE STUDIOS AFTRA & SAG Initiate Contract Dickers But TV Webs, Agencies May Resist Joint Bargaining

Politics, Circa 1960

Politics, Circa 1960
Sen. John Kennedy's campalgn speeches will go the way of all live television—recorded on video tape. His campaign managers have signed a contract with Mobile Video Tapes for its cruiser to follow the Presidential candidate wherever he goes and record every word for more convenient times elsewhere.

Same deal was offered to Richard Nixon by Mobile's Jack Meyer but he got no reply.

"White Papers" deal was negoti-ated via W. B. Doner agency.

### Howard Barlow Re TV: Fast Buck Boys Have Taken Over For the Kill'

New Orleans, Sept. 13. Howard Barlow, here to guest conduct the Summer Pops orch, said Friday (9) that "the fast buck

said Friday (9) that "the fast buck boys have taken over television and they are making all they can before the Federal Communications Commission cleans up."

He predicted the public will eventually goad the FCC into doing something about improving av. "Television, as it is today, isn't coming close to its potential," said Barlow.

Barlow rapped sponsors' dedication to ratings pointing out that

Barlow rapped sponsors' dedi-cation to ratings, pointing out that samples used in surveys are too small from which to make a gen-eralization about the audience. Barlow sees the doom on music on tv in a blaze of western and whodunit gunsmoke. He rapped sponsors' interference in program-ming, especially the interference of sponsor wives.

### Ike Okays Penalty Bill On Wayward B'casters

Washington, Sept. 13. President Eisenhower today (Tues.) signed into law the catchall broadcasting bill, authorizing fines of \$1,000 daily (up to \$10,000 maximum) for wayward broadcast licen-

sees.

Bill, passed by the recent Congressional session, also makes payola and deceptive quiz shows illegal, requires announcement of plugs and forbids payoffs above actual expenses to competing applicants for stations.

Now that they have agreed be-tween them to jointly negotiate and administrate wages and work-ing conditions for taped television programs and also all live and rec-orded commercials, AFTRA and SAG have made an initial effort to have the networks and ad agenci-

Neither the tv webs nor the in-

Neither the tweworks and ad agencies go along too.

Neither the twebs nor the individual agencies, who evidently seek the final word from the Assn. of National Advertisers, have said yes to the SAG-AFTRA proposal for joint dickers this coming. November But AFTRA and SAG, which had their own executive meetings last week before meeting successively with networks and agencies, have indicated that even if the two unions are not allowed official collateral positions at the bargaining tables they will still seek the same gains.

Since AFTRA's commercial rates are already about 15% higher, than SAG's, when taken as a whole, this immediately means that rates for filmed commercials, under the former unilateral jurisdiction of SAG, will go up. Beyond this, both unions have devised plans for vast increases in tv commercials. It's believed safe to say that SAG will get the additional 15%. Whether the two unions can, in or out of tandem, get the remaining gains they seek is another matter. One source said that AFTRA, for one, would quadruple the earning power of its tape commercial performers if it were to get its new demands.

formers if it were to get its new demands.

This is certain: the ad agencies will try between now and Nov. 15, when their contract for film commercials with SAG expires, to produce as many new blurbs for '60-'61 as it can.

duce as many new blurbs for '60'61 as it can.

Unions explained to network and
agency brass that if management
fails to let both unions into each
of the separate collective bargaining meetings—the one normally
between AFTRA and the networks
and the other traditionally between
SAG and the agencies—'It will
just make it a little harder, but it
won't stop us from getting precisely the same conditions in both
new contracts,"

AFTRA's entire network contract
is up this season. The union will
centinue by itself to negotiate its
regular live program contract. But,

(Continued on page 36)

### **Scales Are Tipped** Against 'Do Re Mi'

"Do Re Mi." the 10 a.m. strip on NBC-TV, has started living on virtually a week-to-week basis because CBS-TV a few weeks agostarted competing in the time slot with reruns of "December Bride." The Spring Byington half-hour film stanza has been hurting the established NBC daytimer on the rating returns.

What seems to be holding up the cancellation of "Do" is the difficulty in finding a replacement, a problem that besets all daytime programmers. When a replacement is found, NBC programmers figure it'll be another game show.

### 'P to P's' 9 Sponsors

TIO I S J SPONSOTS

CBS-TV's "Person to Person"
has achieved an SRO status until
Jan. 1, with two new participating
sponsors—Lavin and Prestone—
coming in for a ride. That, brings
the total of participating sponsors
to nine for the half-hour entry
which moves into the Thursday
night at 10 period for the new season.

son. New New sponsor interest was sparked by the CBS dickers for Richard Nixon and John Kennedy as the first two "P to P" personal-ties in the new season kickoff.

### **NBC News Preps Eight UN Specials As Client Come-On**

NAB's Do's & Don'ts

Washington, Sept. 13.

Washington, Sept. 13.

A new four-page sheet explaining identification requirements of the new law Congress passed out in the special session has been prepared by the National Assn. of Broadcasters and mailed to members. according to Douglas A. Anello, NAB chief counsel.

Included are the 27 examples of "dos and don'ts" contained in the House Commerce Committee report on the legislation.

cials, a documentary on the importance of primary elections and a two-part report on the Congo crisis. Manufacturer of office machines had set up national distriction only within the past year. Both sponsors for "Chet Huntley Reports" were tapped by NBC Central Division.

### **Most Syndie Houses Now Keyed** To 20-30 Sales Force Formula

Syndie sales force for most major houses other than Ziv-UA now numbers between 20 and 30 mcn. The 20-30 countdown holds true for MCA TV, CBS Films, Na-tional Telefilm Associates, In-dependent Television Corp. and Screen Gems dependent To Screen Gems.

Screen Gems.

There's no magic formula in the 20-30 countdown, but that's how the numbers resolved themselves after the pruning of last season. A common characteristic of most of the houses now is that all of the salesmen handle the full catalog.

In the past, some vidfilmeries tried to ape the Ziv-UA formula, of

#### 153 Ziv Peddlers

Ziv-UA, adding seven more men to its sales force, claims a sales contingent of 153 men. The total, said to be an alltime high for the company, includes spot sales managers, sales account execs for national, regional, rerun division and special project departments.

At same time, Al Shore was promoted from account exec to spot sales manager of the south central division, head-quartering in Dallas. Among the new account execs are Ed the new account execs are Ed Davis, assigned to the Charlotte territory; John March, Cleveland; Carl Kozlik, Denver; John McMinn, Sacramento; John Davies, Seattle; John McMahon, Chicago; and Leonard McKenzie, San Antonio.

tonio.

Realignments among account execs include the following: Jack Chambers from Boston to St. Louis; Lee Jackoway, Jack Chambers Frolin Doston to St. Louis; Lee Jackoway, Florida to Pittsburgh; Ben McReynolds, San Antonio to Tulsa; Ray Watson, Jackson, Miss. to Shreveport; and Pierce Smith, St. Louis to Kansas City.

having specialized salesmen, some handling first-runners, others re-runs, others features, etc. In a tight situation, it was found that this was too expensive an operation.

Ziv-UA, despite the overall lag in biz compared to lush years, still operates with the biggest comple-ment of salesmen.

ment of salesmen.

One exec, with a "hot" show, opined that he wished he had twice the number in his sales department in this period. He maintained the time to sell a show is when it's "hot" on the market. But having lopped off his sales force, he has no choice but to wait until he has time to direct his men in unsold markets. By that time, the show may have cooled.

But the show experience is

But the above experience is rather exceptional. Most syndie houses feel they can handle what the market has to offer with the 20 to 30 sales force contingent.

### Levy Rolls With 'Les Girls' Series

Amsterdam, Sept. 13.

Ralph Levy is busy making three half-hour shows in the Cinetone Stadios, near Amsterdam. It will be pilot films for a television series of "Les Girls," produced by the Michel Productions in cooperation with MGM and Alian Jay Lerner. Levy, winner of an Emmy (with Bud Yorkin) for the comedy direction of Jack Benny's shows, estimates that each half-hour program will cost \$50,000.

It is not the first time that an American unit has made use of the Cinetone Studios, but Levy emphasizes fact that he hasn't settled for Amsterdam because it is cheaper than somewhere else, but because Amsterdam is centrally situated so that he can travel around Europe, as necessary for hs. "Les Girls" pix, which ask for a continental background.

He estimates that he can make, one 30-minute film a week. It is not settled yet who will play "les girls," but the manager of the girls, but the girls, but the manager of the girls, but the girls Amsterdam, Sept. 13

### Banner's Beauty Strip

Banner Films has started distributing a 15-minute strip called "The Debbie Drake Show." It's beauty stanza, first put on last January by WISH, the Corinthian Broadcasting outlet in Indianapolis. Corinthian turned over to Banner some 130 quarter-hours for a starter with more to come Bauner.

with more to come. Banner says it'll deliver the strip either on

Corinthian has the show, in addition to Indianapolis, on its Tulsa and Ft. Wayna stations.

### **Japan Moves To Ease Restrictions** On Vidpix Imports

Tokyo, Sept. 13. Finance Mi istry officials have greed to take under consideration the relaxation of restrictions on tw imports, according to John G. McCarthy, TPEA prez.

McCarthy, repping some 90% of the American telefilm distributors, is here meeting with Government and industry officials in an effort to have removed or at least eased these restrictions, which he calls "unfair treatment."

He told VARIETY, "We submitted our case as we see it and urged them to consider a speedy correc-tion of the situation. It was a full hearing with an exchange of views."

views."

The restrictions have long been a thorn in the side of U.S. distribs. The Finance Ministry restricts payments for each national showing of a 30-minute imported program to \$500. It also limits the number of foreign programs a station may cast, with a maximum of nine half hours per week for the major Tokyo outlets.

Until April 1, when Japan's fiscal year begins, the ceiling price on a half-hour film was \$300. Regarding the increase, McCarthy said, "It was a step in the right direction, but a terribly small step."

step."

He added, "We feel that the price limitation of \$500 is way out of line with the price that should be paid and is being paid in comparable markets. Even in markets with force sets we are getting. with fewer sets, we are getting \$2,000 and \$3,000 a program," he

McCarthy has also been meeting with U.S. Ambassador Douglas MacArthur II who, he said, has made a personal pitch to the Finance Minister on behalf of American tv interests.

American tv interests.

The visiting industry delegate acknowledged, however, that since it is now in the middle of the Japanese fiscal annum, any action taken might not become effective until next April. But he allowed that changes might come as early as Oct. 1, the fiscal year's midpoint. McCarthy feels that a raised price ceiling would precede action permitting an increased number of imports although he said, "We are naturally trying to get relief on both counts."

### 'Inside Stuff' on ABC Churchill Vidpix Packs Some Intrigue of Own

London, Sept. 13.

Aware of the British scribes watchfulness in the matter of its currently-making skein of 26 vid-pix based on Sir Winston Churchill's World War II memoirs, American Broadcasting Co. called a press confab here last week so that Robert D. Graff could explain why he's taken over the helm in midstream following the resignation of Edgar Peterson, who was doing the steering. The press boys sensed a storm behind the scenes, but re-ceived straight no-dice responses from Graff and Yale Newman, ABC topper in London.

ABC topper in London.

The Peterson farewell, after material had been garnered for five or six of the 30-minuters, was explained as a matter of mutual consent, with Peterson wanting the out to get on with another project towards which he'd been working for some time. Graff reckoned that he'd carry on with the skein without any fundamental differences of approach, though maybe he'd do a little reshaping of the first half-dozen episodes. The newspapermen seemed to accept this albeit disappointedly.

dozen episodes. The hewspapermen seemed to accept this albeit
disappointedly.

Graff, who came in Tuesday (6)
and was skedded to return to New
York at the weekend, consulted
during his trip with BBC-TV
which is cooperating in the
Churchill venture. One question
left unresolved was whether the
British web should provide a unit
to grab footage, here—interviews
with wartime generals and the
like—or leave ABC to continue
with its own outfit. BBC-TV will
indeed provide facilities, if they're
available.

Original U.S. skedding of the

available.

Original U.S. skedding of the skein stays unaltered following the Peterson-Graff switch, with Nov. 27 set as the preem date. BBC-TV is still undecided about showing date here, but it's expected to be late winter or early spring. Webhas, by the way, detailed writerproducer Geoffrey Bridson to be liason topper on the project, and he's been in N.Y. for a few weeks now.

### Roach, Case Team Up On TV, Theatricals

Hollywood, Sept. 13.

Hal Roach Jr. and Carrol Case resumed their partnership in the formation of Showcase Enterprises for the production of tv series and theatrical features. They series and theatrical reatures. Include were teamed in the earlier to series of "Racket Squad" and "Public Defender." Scheduled are four pilots in the next three months and four features covering the ensuing year.

the ensuing year.

Roach has produced seven to series and 14 features for a total of 900 half-hour films for television. They will be quartered at the Hal Roach studio.

#### Telefilm Chatter

John Mitchell, sales v.p. at Screen Gems, due from Hollywood Monday (19) ... Buckeye Corp. has leased two floors for subsid Transfilm-Caraval in Park Ave. building.

Sterling Television will handle the regional and syndie selling of "Race for Survival" and "Race for Space—Part two." both hourlong pubaffairs documentaries, which will be ready in mid-January ... "Great Music from Chicago" vidtaped series kicks off on WNTA-TV. Newark-N.Y., Sunday (25) from 6:30 to 7:30 p.m. ... "Playback" series, produced by Columbia Records and sponsored by same outfit, has been renewed for an additional 26 weeks on WNTA-TV. Allen Swift added a Nestles Coco tv animated commercial to his voice list.

#### K Rations

Soviet Premier Nikita Khrushchev arrives in New York for the UN General Assembly meeting Sept. 20.

The "Late Show" that night on WCBS-TV will be "The Uninvited."

### TV's Need for Features Limitless

How many features can be utilized by the tv medium? That's a question being popped around now that the post-'48's are being marketed. Response of savvy traders is that the tv need need is limitless, barring any major change in programming structure. The pre-'48's carved out feature slots remain on the station schedule, the need for pix is there. Any diminishing of feature slots, of course, would pose a threat. ABC-TV getting into late night programming, would alter the feature needs of respective affils. But that's a long way off, according to some execs, and the competition always is around in many markets for a sell-off in case of ABC-TV late night programming move.)

But pix programmers are confident that the cinematic appetite-will always be around. There may be some transitory ups and downs. Only real limitation is how much the tv medium can afford to pay for pix.

### **Auto Dealers Now Among Most Prolific Buyers in Syndication**

#### **WPIX's New Entries**

WPIX, N.Y., is busy lining up vidfilm product for the new season. Among shows its acquired are "M Squad," "The Man and The Challenge," and "You Asked for It," all off-network properties.

Station also has bought reruns of "Adventures of Robin Hood," and the new Crosby-Brown series, "Danger Zone."

"Danger Zone."

In the sponsor department, General Toy has bought half-sponsorship of the five-minute kiddie strip, "Clutch Cargo," alternating with Yeep. Corn Products, for Bosco, has renewed its participation on "Three Stooges Fun House" and "Poepey." Arnold Bakers has renewed sponsorship of the five-minute weather strip at 7.25 p.m.

### **WB Case Setback Won't Deter AFM In Fight on Reuse**

American Federation of Musicians, despite its setback in the Warner Bros. suit, served notice that it "will continue to file suit against-any major motion picture producer that ignores its contractual pledge to the Federation."

AFM has appealed the Federation."

AFM has appealed the Federal District Court decision denying its injunction petition. Judge William B. Herlands, in the WB decision, said that if the court allowed the AFM to pursue its course it would be "infringing on the representation rights of the Music Guild of America." MGA is the bargaining agent since '58 for musicians employed by WB and other major studios.

AFM unsuccessfully sought to hold up the WB post-48 pix deal with Creative Telefilms & Artists, now known as Seven Arts Associated. At issue are reuse payment rights for music in pi

#### Toronto Macaroni Buys 'Foreign Film Festival'

Toronto, Sept. 13.

Toronto Macaroni Co. Imported Foods, Ltd., has purchased spon-sorship of "Foreign Film Festival" over CHCH-TV, Hamilton, Ont., for a period of 39 weeks. Premiere for the 90-minute segment was Sunday (11), and it will be seen each Sunday from 10:30 a.m. to noon.

Carlo Vinti, prexy of the New York advertising agency bearing his name, is producing the series.

Automotive dealers are breaking out as the fastest-growing cate-

Automotive dealers are breaking out as the fastest-growing category of advertisers among Ziv-UA syndication clients, according to company research study.

Study reveals that auto dealer advertising on six current Ziv-UA syndie shows amounts to nearly 200% more than appearing on a similar brace of company product three years ago. Increase represents a wider use of tv program medium to spur new and used car sales and accessories.

Automotives, including accessories, three years ago accounted for some 8% of Ziv-UA syndie advertising. Category today rises to as high as nearly 25% on some shows, amounting to the largest single group of sponsors on "Sea Hunt" and "Tombstone Territory" and forming an aggressively increasing number on "Tow! It's Man and "Tombstone Territory" and forming an aggressively increasing number on "Lock Up," "This Man Dawson" and Ziv-UA's most recent entry, "Case of the Dangerous Robin."

Projecting its conclusions to the

Projecting its conclusions to the end of the year, new study suggests that automotives will emerge

gests that automotives will emerge as the fourth most prolific user of syndication, just ahead of banks and trailing only food products, tobacco and brewing.

A partial list of automobile deal-ers appearing on one or more cur-rent Ziv-UA shows in one or more markets include American Motors in 10 markets; Ford Dealers in 12 markets; Studebaker in 10 markets; Chevrolet Dealers, eight markets; and Buick Dealers in 13 markets.

### **Japan TV Acts** To Curb Abuses

Tokyo, Sept. 13.

Further direct action in Japan against tv programs of "excessive provocation" came when a weekly 45-minute drama was dropped by Fuji-TV after its third episode as a result of objections from the support

a result of objections from the sponsor.

The series, titled "Tokyo Shinsen-gumi," began on Aug. 15. The first episode dealt with a mad doctor who carried out the mass poisoning of national leaders and other prominent figures. The second show involved a kind of Russian roulette with two whiskey bottles, one containing poison, being passed among three people. The third episode depicted a young lawyer's fight against gangsters.

Earlier, the semi-Goyernment NHK-TV web dropped both its domestic and foreign programs which were deemed excessively brutal.

Hefty Popeye' Renewals United Artists Associated re-ports good biz on renewals of "Popeye" and Warner Bros. car-

Carlo Vinti, prexy of the New York advertising agency bearing his name, is producing the series.

Par Pix O'seas Freeze

MCA TV, which is entering the foreign market more vigorously now, won't have the Par pix library of 700 pre-'48 to sell overseas until 1962.

Under its deal with Paramount MCA TV agreed hold off foreign sales of the pix until four years after '88, when the contract was signed. MCA TV is virtually certain to seek only tv distribution of the pix, staying out of tha possible theatrical reisesue market.

Popeye" and Warner Bros. carfoons.

Recent station renewals of the MTEN, Albany; WNEM, Bay City, Mich.; WCIA, Champaign, Ill.; KGTA, Albany; WNEM, Bay City, Mich.; WCIA, Champaign, Ill.; WEKF, Peoria, Ill.; and WTYT, Tampa, Fla.

New sales of "Popeye" cartoons include: WTEN, Albany; WNEM, Bay City, Mich.; WCIA, Champaign, Ill.; WEKF, Peoria, Ill.; and WTYT, Tampa, Fla.

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New sales of "Popeye" cartoons include: WTEN, Albany; WNEM, Bay City, Mich.; WCIA, Champaign, Ill.; KGTH, Albany; WNEM, Bay City, Mich.; WCIA, Champaign, Ill.; WEKF, Peoria, Ill.; and WTYT, Tampa, Fla.

New sales of "Popeye" cartoons include: WTEN, Albany; WNEM, Bay City, Mich.; WCIA, Champaign, Ill.; KGTH, Albany; WNEM, Bay City, Mich.; WCIA, Champaign, Ill.; KGTH, Albany; WNEM, Bay City, Mich.; WCIA, Champaign, Ill.; KGTH, Albany; WNEM, Bay City, Mich.; WCIA, Champaign, Ill.; KGTH, Albany; WNEM, Bay City, Mich.; WCIA, Champaign, Ill.; KGTH, Albany; WNEM, Bay City, Mich.; WCIA, Champaign, Ill.; KGTH, Albany; WNEM, Bay City, Mich.; WCIA, Champaign, Ill.; KGTH, Albany; WCIA, Champa

## CANNED GOODS UP FOR GRABS

### The Lastest Gets the Mostest

Now that Warner Bros, and 20th-Fox are out with post-48's and Columbia is waiting in the wings, there's a new guessing game going on. It's who will be last with the post-48's.

There's more to the game than just laughs. Paramount was the last studio to release its pre-48's. Par pi hit the tv market after all the libraries competed against one another. Result: Par pix, acquired by MCA TV, fetched the fanciest prices.

To date, Par library in some 85 markets has earned well over \$60,000,000. Until the post-48's hit the market, Par pre-48's were the only large group being sold. It had a relative field day up and down the country. It's a switch but being last helped swell MCA TV and Paramount coffers. (MCA TV paid \$50,000,000 for the negative rights in the deal set in April, '58, the amount embracing all the provisions of the deal.)

### Miner's Major Marquee Values In Bigtime 'Play of Week' Entries

Proximity of tv's "The Play of the Week" to the Broadway stage may be broadened further this season by legit producers getting into the National Telefilm Asso-ciates act.

ciates act.

Worthington (Tony) Miner, exec producer of NTA's steller dramatic showcase, listed seven Broadway producers who have shown an interest in bringing in dramatic packages for "Play of the Week." List includes Leland Hayward, Herman Shumlin, Griffith & Prince, Saint Subber, Arthur Cantor, Alexander Cohen and William and Jean Eckert.

Producers such as those named

Producers such as those named would bring in the property, line up the cast, etc., functions nor-mally done by NTA's production

mally done by NTA's production unit.

What has attracted legit producers to "Play of the Week"? Miner, relaying his opinion, feels that their position is that NTA's project wins new audiences for the theatre. There's an affinity between the two mediums that "Play of the Week" serves.

Deep respect held for the NTA project also was cited. That element has helped NTA this season to line up such acting talent as Helen Hayes, Julie Harris, Piper Laurie Carol Lawrence, Eddie Hodges, Jason Robards Jr., and Burgess Meredith. Roster of directors includes Sidney Lumet, Ralph Nelson, Kirk Browning, and Alan Schneider.

Directorial stints also might be taken, by John Frankenheimer, Arthur Penn, Franklin Schafner and Fielder Cooke, depending on their availability during the season.

Season of new plays opens on

son.
Season of new plays opens on NTA's o&o Newark-N. Y. indie on Sept. 26. Preem honors will go to "Henry IV, Part One." with the original Phoenix Theatre acting company with the exception of Donald Davis and Stephen Joyce. Shakespearean outing will be followed by Jean Anouilh's "Legend of Lovers," starring Piper Laurie, Bob Loggia and Sam Jaffe, with Ralph Nelson directing.
Others in the lineup include "The Dybbuk." Carol Lawrence, Ludwig Donat, Michael Tolan, Sidney Lumet directing; "The Velvet (Continued on page 38)

### Off-Net 'M Squad' **Into Syndication**

MCA TV has put "M Squad," the Lee Marvin starrer, into syndica-tion. Off-network show already has been sold to WPIX, N.Y.; WGN-TV, Chicago; and WBRE-TV, Wilkes

#### 'Play's' 19 Sponsors

"Play of The Week" on WNTA-TV, returning to its multiple seven day exposure, will have at least 21 participating sponsors when it opens the season.

pating sponsors when it opens the season.
Signing up for the Newark-NY. dramatic showcase are: General Foods. Uban Coffee, Brown & Williamson (for Pharmacal (for Pepto Bismol), Lever Bros., Colombian coffee growers. Saxon papers, Scott papers, A. Goodman Macaroni, Ford Motor (N.Y. Dealers), Martini & Rossi Vermouth, Procter & Gamble (for Mr. Clean and Dash). S. C. Johnson, Phillip Morris, Noxzema, National Carbon (for Prestone), Westinghouse (home appliances), Mobile Gas and Oil, Chase Manhattan.

### Sonny In Money; **Coms Jingling at Hayes Jingle Org**

Sonny Hayes, onetime singer and better-known as founder and prez of Hayes Registry, the N.Y. talent telephone answering service which has mushroomed into the biggest answering service in the world (any kind) has moved into the living business.

world (any kind), has moved into the jingle business.

He's partnered with musician Lou Garisto in Selling Thru Sound, currently servicing some 14 ad agencies in New York and repped on the air with the King-Sized Coke, Yonkers Raceway and Allegheny Airlines commercials, Selling Three Sound operators on a complete-package basis, with the company providing the jingle and producing the commercial itself in the case of radio, and the soundtrack in tv.

Garisto and Hayes collab on music and lyrics, with agencies providing the copy approach; they cut the demonstration disk, with the agency paying talent fees but they doing the hiring and production; and they cut the final session if the agency wants to go beyond the demo disk. Deals run on a flat-fee basis, ranging from \$1,000 to \$2.250 depending on number of media (Continued on page 36)

### Alfred Stern Named To Chair CNP Board

Series consists of 117 episodes.

MCA TV for the September period did not introduce a new firstrun syndie property. "M Squad," though, does represent a first-run ayndie property, although series coming off the network within the current year.

Outfit probably won't, intro a new firstrun syndie property until January. For awhile, MCA TV for the syndie first runners in the market at the same time.

That was one of the reasons it propably, skipped a new first-runner for this period.

## BUSY DAYS FOR

Never-stand-still tv biz has an other season in the offing and already trend spotters are busy polishing their crystal ball.

For films, the dominant network vehicle, it will be the first outing of the new decade of the '60's What transpires when all the new entries began unreeling in a few weeks and when faves of vore loin the march might set patterns for

years nence.

There's a lot at stake in the uncoming march of shows and the gamble embraces networking, syndication, vidtape, as well as the remnants of "live"outings. In short, most everything is "up for grabs," winnahs piling up longevity and losers being swept in the dust heap.

As to vidfilms on the network level, here are some of the things trend spotters will be watching.

Out of the flock of new situa-tion comedies on CBS-TV should come some winnahs. Web has a big stake in the rating reception to its filmed comedies. How they go might well determine the web's rating image in the three-way com-petitive struggle.

rating image in the three-way competitive struggle.

NBC-TV is riding high with hourlong vidifilm entries, admittedly one of the toughest vehicles to put together from a quality standpoint. It's 7.30 to 8.30 p.m. bloc is replete with 60-minuters, with NBC-TV hoping all have the same impact as ABC-TV's "Maverick."

erick."

ABC-TV, the network made by vidfilm programming, again will be riding with action adventure. Web will have fewer oaters, more mufti shoot-em-ups, and a spotting of situation comedies. "Roaring Twenties" is pre-heralded as another "Untouchables," and there's a lot of touting being done about the web's new hours. Another few weeks will tell the tale.

Virtually anny new format on

weeks will tell the tale.

Virtually only new format on films which will be riding the webs is "The Flintones," first nighttime adult comedy cartoon series. Hanna Barbera. Productions, responsible for the "Huckleberry Hound" hit in syndication, is doing the ABC-TV entry. There's a flock of adult orientated cartoons waiting in the wings if "Flintstones" clicks.

Kingnis of network vidfilm pro-

orientated cartoons walting in the wings if "Fiintstones" clicks.

Kingpins of network vidfilm programming—Warner Bros., Screen Gems, Four Star and MCA's Revue—again will be heavily represented. There's 20th-Fox, Metro TV, Ziv-UA indies both large and small ready to step in if the kingpins show any sign of weakening.

Into the scramble has entered the possibility of telecasting post-'48 situation hasn't been firmed up as yet, but if it comes off on NBC-TV, as expected in some quarters, it might throw some traditional web programming practices sky high.

Westerns, on the eve of the new season, are for the most part taking a back seat in the excitement meter. What many programmers are pleading at this point—especially those responsible for thenew hourlong entries—is time for the shows to build on the rating meters. Traditionally, new 60-minuters and situation comedies don't make an overnight rating splash. The nervous plea is lets not be nervous, the rating shakedown won't really show itself until mid-January.

That's the pre-60-61 look-see

won't really show Accounting the pre-60-61 look-see from the vantage point of the film program suppliers.

### **Swope-Winters Series**

Hollywood, Sept. 13. Herbert Swope Jr. and Jonathan

Herbert Swope Jr. and Jonathan Winters, the comic, are teamed in prepping a new teleseries tabbed "The Twist."

Half-hour anthology series is being scripted by Winters, set to star, while Swope handles producer reins.

### Syndie Houses Going Into '60-'61 Feeling More Confident; Network **Option Time Release Major Target**

Twentieth-Fox, which licensed National Telefilm Asciates to sell its post-48 pix, is lending a helping hand in other areas too. Company has made available its new Marilyn Monroe-Yves Montand starrer "Let's Make Love" for screening to admen in connection with WNTA-TV's special showings. Station has bought the new 20th-Fox tv package.

Marilyn Monroe starrer will be shown in Chicago tomorow (Thurs.) at a special time buyers meeting, called by WNTA-TV. In addition previews of the new 20th-Fox tryoduct will be screened and other stations programming outlined. A similar meeting in N.Y. played to SRO audiences.

### **Interest in Tint TV** Perks as Stations Pact 'Post' Series

ferring color in syndic product is offered in the rundown of sales of "The Best of the Post." Independ-ent Television Corp. syndic entry is available both in black and white

and in color.

Indice may be important to those selling features, some of which may be available in color, and cartoons. Other than ITC's entry, there isn't any fresh half-horskeins available in color. But that situation may change in future years when color gains greater acceptance. Even at this stage, color is a definite plus in some markets, with a number of advertisers getting their commercials on the color bandwagon.

Color telegacting

ting their commercials on the color bandwagon.

Color telecasting markets for "Post" series include: WGN-TV. Chicago; KRCA. Los Angeles; WFIL, Philadelphla; KFSD, San Diego: WWT. Cincinnati; KING, Seattle: WNHC. New Haven; WWL, New Orleans and WWJ, Detroit.

In Milwaukee, First Wisconsin National Bank bought the anthology series for color telecasting. It's commercials also will be in color on station, yet to be selected. In Chicago. sponsor Peoples Gas Light & Coke Co. on WGN-TV, also will utilize color commercials. Ditto Carter Johnson on KFSD. Reason ITC has series in color is this: Prior to its acquisition by ITC one third of the current series already had been produced in color. ITC, in continuing production to the present 26 episodes, retained the color phase of the filming.

Stations, taking the color, pay a nominal extra charge for prints

Syndication business, facing the '60-'61 season, hopes that it's put bad times behind. The '59-'60 cycle found all syndie houses affected by the downward biz trend in the market-by-market field.

market-by-market field.

What will syndie houses be looking for in '60'-61? More vacating of networking option time is a prime forecast. Possibility is good that it may come about. A network giving up one half-hour slot opens up scores of potential time periods for syndie houses.

Another consideration which will be closely watched is the shifting fortunes of the webs. For years an ABC-TV affili was the last station on the totem pole in market after market. That's no longer true teday. Slotting a series on the No. I station in the market usually redounds to syndie series' credit. So the relative status of affil stations will be scrutinized closely.

In quality vidtape drama, No.

tions will be scrutinized closely. In quality vidtape drama, National Telefilm Associates "The Play of the Week" has copped a position unequalled either on the network or syndie level. Whether the two-hour showcase, now in about 56 markets, continues its rich harvest next season remains to be seen. Worthington (Tony) Miner, exec producer, now is busily engaged in taping and all signs point to a high caliber output.

busily engaged in taping and all signs point to a high caliber output.

With the exception of Ziv-UA, all other syndie houses have lowered their number of first-run entries. The popular number used to be four first-runners per year. Now it's two or three.

Major trade story of the year will be post-'48 features, now just hitting the market. Prices and rating pull compared to the pre-'48 libraries are of prime interest.

Westerns in syndication aren't enjoying too much popularity. Five-minute shows out of Official and other sources will be getting a whirl. New cartoons will be coming into the market; ditto sports shows. All of these elements will make up the syndie pattern for '60-'61.

### Harold Goldman In Feldman Teamup

Harold Goldman, former exe v.p. of National Telefilm Associates, is joining Charles K. Feldman's Famous Artists agency to spearhead a major expansion program by the agency.

Though joining sans an official title—Feldman is calling it an "association"—Goldman will take charge of the sky's-the-limit expansion, with his operations to be "unlimited," according to Feldman

retained the color phase of the filming.

Stations, taking the color, pay nominal extra charge for prints.

'HIGHWAY PATROL'S'

GERMAN DUBBING
"Highway Patrol" will be dubbed in German, representing one of the first sales of a full series to the projected German commercial trinstallation. German tr company is Freies Fernsehen.

International Television Programs, which handles all Ziv-UA product overseas, negotiated the deal. ITP has Ziv-UA properties on the German government operated station.

Upcoming German commercial trinsental European country to adopt commercial tv. Others are Luxembourg, Spain, and Monaco. Of course, England, across the channel, has a thriving commercial tv operation.

### Big 3 (Ford, GM, Chrysler) Tune Up for Giant Radio Spot Spread -On Other Madison Ave. Fronts

Radio listeners may need a scorecard to keep straight on the new car pitches that will be filling the air this fall. Beginning this month saturation spot campaigns will be getting underway for as many as 10 of the 61 models.

getting underway for as many as 10 of the '61 models.

Biggest honk will be coming from the big three, Chrysler, General Motors and Ford, with no less than eight heavy campaigns already definitely slated.

Studebaker-Packard is still considering radio, and dealers will be supplied with commercials for local placement via new-model promotion kits. Chances are slight that American Motors will use spot radio, but the Rambler, American and Ambassador '61's will be introduced on the company's continuing NBC "Monitor" placements.

At General Motors, Buick will be back in both web and spot after dropping radio out of the 1960 intro-spread, and Pontiac is in after a long absence. Slated for unveiling Oct. 5, Buick will launch a three-weck radio drive beginning Sept. 26 in 83 markets. Company will drop out of radio during the week of Oct. 17, but will be back. There'll also be an NBC Radio spread featuring Bob Hope on the blurbs.

There'll also be an NBC Radio spread featuring Bob Hope on the blurbs.
Pontiac, scheduled for introduction Oct. 6, will follow the introwith a two-week radio spot canpaign in 186 markets. Schedule calls for 60 ID's and 20 one-minute commercials a week in each marcommercials a week in each mar-

for GM Chevy, introing the first week in October, will buy into 190 markets using 450 stations. There will be using 450 stations. There will be about 10 spots a station each week with the number per market varying according to stations used. We radio will be used throughout the year, and dealers will be supplied blumb for lead absenced. year, and dealers will be supplied blurbs for local placement. Corvair's intro spots will be r tated with the Chevy buy. Oldsmobile, set for Oct. 6 intro, will use spot radio in 55 markets

will use spot radio in 55 markets for four weeks. Top three markets will see a three or four station spread. Three stations will be used in the next 40 markets, and one the rest of the way. There'll be 12 spots a station a week in each market. Dealers will get a kit.

Tempest, the new Pontiac compact set for November introduction, will most likely follow the spot pattern set earlier for the big car, using the same markets.

Cadillac Oct. 3 intro will have a radio campaign simultaneous with its introduction with 20 spots a week for three weeks in close

with its introduction with 20 spots a week for three weeks in close to 400 markets. Networks newscasts and local news in certain markets also will be used.

Ford, via J. Walter Thompson. will be placing - all spot radio through agency branches and Ford dealer groups with strategies varying according to region. Local rates are the nimary aim of Ford's reare the primary aim of Fords re-

gional buys.

Radio spot campaign for Mercury begins the day before car's intro Oct. 6. Top 70 markets will be used with 20 to 40 spots a week in each market, depending on size. Division is said to have a budgetary problem, and no campaign has yet been firmed for the compact Comet.

No radio is ---

radio is planned for the

Lincoln.

So far Chrysler has scheduled radio for the Plymouth with plans not yet completed for Dodge division. No radio is planned for Chrysler-DeSoto with the '61 ad budget sharply cut back for both

Plymouth will use the top 65 markets starting Oct. 1 for a 13-week flight. Current strategy calls

spreads are possible for Mercury, Buick, Lark, Chevy and Ford.

Show Biz on Wheels
Detroit is going all-out on the
industrial razzle-dazzle this year
with major projects on film, stage
and stage-and-film completed or
in the works.

Ford this week is on tour with a two-hour motion picture on the new models. The MPO production is being shown in 36 cities to more than 35,000 Ford dealers and saleshan 35.000 Ford dealers and salesment. Along with the hard sell, the picture features bits by Johnny Silver, Romo Vincent, Bert Freed, George Murphy, Tennessee Ernie Ford, Mickey Rooney, Ross Martin, Louis Prima and Keely Smith, the Baltimore Colts, cartoonist ("Peanuts") Charles Schlutz, Diana Dors, Chet Huntley, George Bryan, John K. M. McCaffery and others.

S. M. Alccanery and others,

Studebaker-Packard and Chrysler now have industrial shows in rehearsal that will be using a new technique called Living Screen, developed by Broadway scenic designer Ralph Alswang, that integrates film and live stage action. Transfilm-Caravel is producing.

Also in rehearsal is a giant variety show themed on the automobile for presentation at the National Automobile Show in Detroit

tional Automobile Show in Detroit Oct: 15 to 23.

Production is via Cunningham & Walsh, agency for the Automo-bile Manufacturers Assn. in con-nection with the National Automo-bilis Chow Beneficials in Automonection with the National Automo-bile Show. Reportedly budgeted-at close to \$250,000, "Wheels of Freedom" will have a talent spread that includes Julius La Rosa, Betty Ann Grove, June Taylor dancers, Ray Charles singers, and Neal Hefti's band. Producer is C&W's Tom De Huff.

#### **London Agencies**

London, Sept. 13.

London Press Exchange handles a major advertising compaign and direct-mail scheme, to be aimed at leading advertisers and agencies, on behalf of the new national Sunday newspaper. Sunday Telegraph.

Paper is expected to hit the stands early next year.

### Banghart, Herlihy, Lowe, Powers Key Figures In WNBC Program Revamp 🚦

WNBC Radio is undergoing a program revame on Monday (19 that will mark an extension of Kenneth Banghart's news chores, the expansion of the afternoon Jim Lowe platter spinning time, and the end of the long Ed Herlihy and Jimmy Powers associations with the N.Y. station.

Herlihy, who has a lot of other jobs going for him at the moment, is out next Friday (16) as the host of the WNBC noon-to-2 strip. He spun platters. Lowe, who is now on from 2 to 4 daily, will pick up the time vacated by Herlihy, giving Lowe four hours a day with time out for news).

Lowe four hours a day with time out for news).

Banghart is dropping most of his nightly 6-6-40 "Up to the Minute" news stint, in order to take on the principle news chores from 6 to 10 a.m. Station figures the early morning time is the most important it has, and Banghart is the station's top newscaster, so he'll pick up several of the newscasts done within the framework of the Bill Cullen deejay-and-gab show. Howard Reig, who has handled most of the a.m. news stints, will keef a few of them and do more later in the day. Bob Wilson will do some of these early morning news breaks, too, but, in all, Banghart will do five minute newscasts every morning in key times at 6, 6:30, 7:05-8:30 and 9:30.

Banghart was host for "Up to

Banghart was host for "Up to the Minute," a 40-minute nightly potpourri of news, views and sports shots. Simultaneous with the end of this format. Jimmy Powers will cease doing the 10-minute sports insert and, instead, Pat Hernon will do five, minutes of sports at 6:10 p.m. While he's giving up the "hosting" chofe at night, Banghart will still deliver hard news from 6 to the time Hernon takes over. After Hernon, the remaining 25 minutes of the old "Up to the Minute" time goes for deejaying... Simultaneous with the end

### Herb Caen's Gab Show

San Francisco, Sept. 13: ABC's o-and o KGO-TV has signed Frisco Chronicle columnist Herb Caen for a once-a-week, 75-minute gab show Sundays at 11

Hell work with William Winter show's producer, and the pair will do informal interviews and chatter. with spots sold a la Jack Paar.

Paper is expected to hit the stands with spots sold a la Jack Paar. early next year.

Odd angle is that Caen will be competing with his own paper's Bittish Army started Saturday (10)

In the Midlands area covered by feature films in slot opposite Caen. ABC Television. Colman Prentis & New show to be entitled "Baghdad-Varley handles same for the Cen-by-the-Bay" 12 Caeri-coined trade-tral Office of Information.

### Station Reps: The Shifting Scene

paramee or power among tv rep firms is currently shifting as never before. There's been unprecedent-ed switching of stations from rep to rep, and indications are it will be a while before the scene is fixed.

It's an open secret in Madison Ave. precincts that two long estab-lished firms are in deep trouble, primarily via station defections. While the very big firms are solid and static — the Blairs, the Katz, the Petrys, the PGW's etc.—there's a lot of up and down activity in the second and third echelons.

week flight. Current strategy calls for Plymouth to use spot radio for 2 weeks in the top 15 markets. Valiant campaign will be integrated with Plymouth.

Radio Advertising Bureau, which compiled the spot run down for member stations, has been pitching versa, all three networks, and a Detroit during the last year in an altempt to get the car companies the promotion or greate the plymouth 15-market buy as an initial break
Noung TV's exec veepe James

F. O'Grady, who took over in New York two years ago after heading the Chicago sales office, has an ear planted against the Madison Aveterrain, and any sort of a rumble of dissatisfaction will send him flying to a station for the hard sell. With the list growing and a good job being done in some odd situations, the reception out yonder is getting warmer. A couple of stations have actually invited the pitch based on recommendations from managements who have received the treatment but not yet signed on themselves.

Stations pacted in the last two F. O'Grady, who took over in New

second and third echelons.

One of the shops currently on the rise is Young Television Corp. which was set up five years ago by Adam Young as a separate corporation (different stockholders) from the radio wing. Shop idled for three years with a handful of stations, but in the last 20 months or so has managed to knock off no less than 15 sitting ducks—and is gunning and close on several more deals.

Most reps are clearly divisioned by either big, medium or small station lists, but the Young org (which is young, for sure, with eastern sales manager Al Parenty at 34 the oldest exec staffer) has the full range in its list of 21 and an analysis of the residue of themselves.

Stations pacted in the last two kers include Cafitornia-Oregon Trio, KLEM and satellities KBES and KOTI. Cascade Broadcasting, WTVM, Columbus, Ga; KTVR, WTVX, Columbus, Ga; KTVR, Hexington, Ky; WKYT, Lexington, Ky; WKYT, Lexington, Ky; WKYT, Lexington, Ky; Sations and Balaban. and Balaban.

#### Custom Promos

Music Makers, New York, Jingle firm, has set up a new division to create themes and ID's for radio stations. Prexy Mitch Leigh says the themes are tailored to the personality of the station area, and the first step is to send a creative

(Continued on page 40)

### **TV-Radio Production Centres**

#### IN NEW YORK CITY

New Perry Como set designer for his Wednesday NBC stanza will be Gary Smith, up til now associated primarily with CBS programs Jan Murray's new daytime entry on NBC-TV being directed by .Erwin S. Wolfson, real estate developer who is in the news with the old Washington market redevelopment, has a son, John,

Van Fox. Erwin S. Wolfson, real estate developer who is in the news with the old Washington market redevelopment, has a son, John, 20, just graduated from Harvard, who is writing tv scripts in Holly-wood... Don Dunphy will serve as voice for ABC-TV's "Fight of the Week," when it goes to Saturdays starting Oct. 8. .. Kay Armendoing the South Pacific and a nitery stint at the Casa Manana in Fort Worth, Tex... Pauline Freekerick of NBC News will be reporternarrator and George Lefferts the producer of the seven full-hour day-time "Purex Specials for Women" NBC-TV this season; whole project is under the supervision of executive producer Irving Gitlin David Susskind is chairman for Jewish Chroine Disease Hospital Month (throughout September), and on the committee with him are Robert Alda, Steve Allen, Johnny Andrews, Bill Cullen, Sammy Davis Jr., Dave Garroway, Virginia Graham, Harry Hershfield, Herb Sheldon, Paul Winchell and Belsy Palmer ... Arthur Kent, of NBC engineering, in Muhlenberg Hosp., Plainfield, N. J., with a broken neck resulting from an auto accident ... Alistair Cooke is narrator, of a new film on the history of medicine; titled "69.3," show is in quarter-hour form and is the product of the Institute of Visual Communications, Inc.; Irve Tunick did the writing ... Video thesp Ergo Parsons vacationing for the while in Greece before returning to heavy radio-tv commercial sked in a few weeks ... Walter Klernan serving as Comet-Mercury car spokesman in two-year, \$65,000-per-annum deal ... Verne Collett is host-narrator for "The Witness" on CBS-TV ... WNTA Radio is featuring a Saturday afternoon jazz show, hosted by Bob Brown. Two-and-a-half hour session is titled "Golden Sound of Jazz" ... Lester Wolff, moderator of "Between the Lines," is being honored Sept. 29 with a dinner-dance. Event is sponsored by the Deborah Hospital of Browns Mills, N. J., as part of its fund-raising drive ... George Lewther, vet tw writer, has just had his comedy "Strictly For the Bifds" tried out in summer stock at North Conway,

tract with sportscaster Bill Stern through December, 1962.

Richard D. Heffner, director of special projects information services for CBS-TV, begins teaching "American Political Thought and Leadership" on Sept. 26 at the New School for Social Research; Heffner office was a fulltime teacher. Tunesmith L. Wolfe Gilbert guests today (Wed.) on Joe Franklin's "Memory Lane" and on Sept. 20 syndie columnist Bert Bacharack 'freks to Franklin's WABC-TV stanza. Bud and Travis, singing team, signed by Four Star musical director Hershel Burke Gilbert to record the title song for "Stagecoach West." William McClure, vet "See It Now" "Small World" "CBS Reports" cameraman-correspondent, has been tapped by "Reports" exec producer Fred Friendly to become director of European operations for "CBS Reports," with headquarters in London . Mary K. Wells and Richard Holland into cast of "Second Mrs. Burton" on CBS Radi Johanna Johnston replaces Hector Chevigny as writer of show.

#### IN HOLLYWOOD

Dan Melnick, youngest of the ABC-TV veepes, floated in from N. Y. to search out some adventure-type programs and case the web's new shows with Sandy Cummings, Coast program veepee, and Bill Lynn, developer Hollywood lost another ad agency when Ted Bates moved to Beverly Hills. J. Walter Thompson's Dan Seymour rushed in to see what can be done to beef up the Tom Ewell show with more comedy Earl Collins, prez of Republic's tweing. Hollywood Television Service, rushed east with prints of Roy Rogers and other post-48 features from Rep- to screen for several bluechip advertisers and network reps. There's some talk that the old films may replace faltering shows this season Bob Hope will have four of hieight specials for Buick tinned before the holldays so hell be free to make his annual junket to some distant GI outpost CBS Radio's Fred Ruegg entited back to the board of Soc Cal. Broadcasters Assn. Sherill Corwin put his second FM station on the San Diego air.

#### IN CHICAGO

Al Lewis, business manager and director of operations for WNBQ-WMAQ, hospitalized at Wesley Memorial. Myrtle Stahl, yeteran of over 35 years in WGN pubaffairs, has relired. Jim Stevenson added to WBBM-TV p.r. staff Dick Clark will host a party for children of ad agency notables next week, when he visits Chi and Minneapolis next week to woo clients. Mrs. Pat Barton named asst. to WBBM special events director Hugh Hill, chiefly to handle the femme slants. WGN-TV plucked a new hostess, Mary Jane Clark. for "Treetop House" which launched its second season this week. Robert Taylor and wife Ursula Theiss due tomorrow (Thurs.) to make the rounds on behalf of ABC-TV's "Detectives". WBBM-TV's Lee Phillip did the Toni commercials on the "Miss America" telecast. "Don McNeill's Breakfast Club" will originate from Farm Progress Show near Joliet for three days later this month. "Playboy's Penthouse" tapped a new timeslot. Sundays at 10 p.m., for its second season on KBKB. Starts this Sunday (18) ... Ruby Anderson, known as Virginia Gale on WGN Radio, plucked a chore on WGN-TV as hostess of afternoon films. Now that Magikist has replaced Serta as sponsor of WNBQ's 10 p.m. newscasts, Jim Conway no longer is appearing opposite himself at that hour. Conway had taped the Serta commercials and, of course, has been doing WGN-TV's "Tenth Hour News" live. Only through the miracle of video tape.

#### IN LONDON

First of Associated TeleVision's "Main Street, USA" programs to be aired on six consecutive Monday evenings, goes out Oct. 3. Producer James Bredin, research assistant Bryan Magee and interviewer ducer James Bredin, research assistant Bryan Magee and interviewernarrator Ian Trethowan spent six weeks in America grabbing the stuff,

BBC-TV using women announcers again in the evenings, first time
for three years plus . . John Betjeman takes over as ABC-TV's "Book
Man" in the series which J. W. Lambert has hitherto hosted . . BBC
runs a skein of 60-minute celebrity portraits on its Home Service
sound channel, starting with pianist Elleen Joyce Monday (19) and
including Alleia Markova and Robert Helpmann . . Daniel Farson's
"Pursuit of Happiness' skein for 'Associated-Rediffusion comes back
tomorrow (Thurs, 15) . . Nat "King" Cole stars in an ATV speciacular Saturday (17) and Kay Starr headlines the same web's Palladium
(Continued on bage 40) (Continued on page 40)

## 'GOTHAM GHOST' ALERTS LABOR

### Bud Collyer's 'My First 25 Years'

Bud Collyer, who this month observes 25 years of varied broad-cast talent activity while emeeting six half-hours of video game shows, says: "It's not the most secure business in the world, you

shows, says: "It's not the most secure business in the world, you know."

The beamer's philosophical ruminations, for which he has precious little time these days, are caused by what he calls a ripple" of disenchantment he feels in audiences and outside comment on the daytime ABC-TV strip, "Beat the Clock," which he's been emceeing for some dozen years now. He thinks the gags et, al. are getting a little routine. Thus Goodson-Todman (producers) staffers are now holding daily meetings to create new angles to revive viewer interest (new or renewed, that is, with Collyer thinking maybe the show should go back to the piethrowing bits of a couple of years ago, which slipped from sock reaction to "ripple," but could be sock again).

A quarter of a century ago, Collyer gave up what then looked to him like not the most lucrative business in the world (he was a law graduate with a firm partnership netting \$15 a week) for "not the most secure business in the world," his first show being CBS Radio's "Cavalcade of America" in September of 1935.

He'd done bits in the soaps to help finance the Fordham law degree, and later landed the male lead in the long-running "Young Widder Brown." From 1938 to 1952, he was lead in the ever-popular kid series, "Superman," sponsored on web radio by Kellogg.

Fordest rememberances, however, of the good old radio days, are the big band shows he emceed for tobacco sponsors—Benny Goodman's "Camel Caravan," the Tommy Dorsey show, Eddie Duchin program and others:

Collyer is not the type video personality who will ever be im-

are the hig band shows he emceed for touseup applied. Goodman's "Camel Caravan," the Tommy Dorsey show, Eddie Duchin program and others:

Collyer is not the type video personality who will ever be immortalized in hot half-hour type fiction. Associates agree unanimously that he practices off-camera what he preaches via affability on-camera—and, in fact, he does a little lay preaching on the side. A Presbyterian, he superintends the Sunday School of his church in Greenwich, Conn., and personally teaches the good word to a class of some 80 teenagers.

### **British Com'l ATV Peaches & Cream** Report With ITC Only Uncertainty

London, Sept. 13. Confidence that in time Indepen-Confidence that in time Independent Television Corp. Inc. will prove profitable to the British Associated TeleVision Ltd. group is expressed by Prince Littler. ATV chairman, in the sctup's annual report for the year to April 30. But there's caution in this pronouncement covering the U.S. concern—all the share capital of whi! . since April 30. has been taken over by ATV—and the group has set, aside \$1.400.000 to investment reserve "in view of present uncertainties."

As of April 30. when ATV held

As of April 30. when ATV held a 50% participation: ITC achieved a turnover of close to \$10,000,000, Littler reports. Referring to par-ticularly different conditions "largely because of the increasing tendency by the three major teletendency by the three major television networks to assume an attitude of inflexibility towards programs proposed by the independent producing companies," he adds that recently there have been signs of a slight improvement in business generally.

The Littler review is bullish on.

Dusiness generally.

The Littler review is bullish on most aspects of ATV's overseas investments, especially those of the wholly owned Australian subsidi(Continued on page 36)

### BBC's \$260,000 **Churchill TV Buy**

ABC-TV will earn nearly \$260,-ABC-TV will earn nearly \$260,000 in England from the recentsale to British Broadcasting Corp.
of the American network's upcoming half-hour Winston Churchill
seri ABC-TV, which this season
will air this weekly war memoir
on Sunday nights in the U.S., is reliably reported to have gotten—for
each of the 26 half-hours—\$5,975
in England.

The payment by BBC-TV for the Churchill show is believed to constitute a record price in England for any American-made tv film program. Even "I Love Lucy," a long-time fave in England, earned less there.

there.

Deal was closed some three weeks ago by BBC-TV and ABC-TV prexy Oliver Treyz.

Record price in England is expected to mean that ABC-TV will work off its entire production nut on the first-run of the Churchill skein. Bell & Howell will sponsor much of the series on American video, but this sponsor alone cannot cover the cost of the documentary series;

### WFIL-TV's 13th Anni

WFIL-IV's 13th Anni
Philadelphia, Sept. 13.
WFIL-TV, the 13th station to go on the air in the U. S. celebrated a "Lucky 13" anni (13). Special audience participation features on ail local programs plugged the event—a dual one for the station.
The day also marked the 13th year of the WFIL-TV Newsreel, the first daily local tv newsreel in the country. It has been honored twice with the Gold Medal, Award of the National Headliners Club and was the first newsreel unit to receive that distinction. The program is now sponsored twice each weekday by the Raymond Roen Co. local RCA distributors; on Saturday by Mort Farr, appliance dealer, and on Sundays by John B. White, car dealer.

### **KNXT Incepts New Program Structure**

Hollywood, Sept. 13. Hollywood, Sept. 13.
Reevaluation of the programming structure at KNXT has resulted in the creation of 12 new positions and the doubling of time devoted to public affairs programs, according to Leon Drew, program director, KNXT and CBS-TV network, Testika Division Pacific Division.

The station's programming schedule has undergone a "program jockeying to more convenient times," declared Drew, who simultaneously announced the acquisition of several new properties and programs for the station.

Employment in production, sales, engineering, promotion and ac-counting has been swelled by an even dozen and Drew feels the new time program structure will give an impetus to an increase in talent employment also, although no fig-ures would be released at this time.

ures would be released at this time.

Major time change concerned half-hour earlier viewing for "The half-hour earlier viewing for "The Early Show" (from 5:30 p.m. to 5) in order to get in "strong local maybe IA, it will be a joint labor-may have coverage by Gil Stratton and newcomer Jerry Dunphy at 6:30 and beginning a series of six new syndicated film series (Mon-Fri) at 7. which we feel is the ideal starting for entertainment," Drew pointed out.

"The new program structure will enable our sales department to offer more opportunities to sponsors (Continued on page 38)

## N.Y. TV BUILDUP

Some of the television unions in New York seem ready to make "concessions" to help return program production from Hollywood. Employers can look forward to reduction in fees or relaxation of working conditions, marking the first time in the medium's history that labor voluntarily has proposed relinquishing its bargaining gains to stimulate business.

to stimulate business.

Known to be interested in alleviating the production problem is the American Federation of Television & Radio Artists' N.Y. Local. And reportedly interested in attracting new production to N.Y. is, the local branch of the International Alliance of Theatrical & Stage Employees Stage Employees.

Meantime, making it appear as an industry-wide push, the Academy of Television Arts & Sciences is said to be reactivating the dormant "Television Action Committee" in N.Y., to urge decision makers once again to give the big town a cut of the production pie.

AFTRA has actalished on "am-

a cut of the production pie.

AFTRA has established an "employment committee" to meet with producers and stations, and perhaps networks, "to see what can be done" to bring tv, in some measure, back east. After meeting with employer groups, the union committee has evidently been instructed to use its judgment in appeals to AFTRA-N.Y.'s board so that modifications of the bargaining agreement might be made.

The modifications would only be

ing agreement might be made.

The modifications would only be temporary, it is understood. Naturally, if the changes, in practice, work to the advantage of labor, they could become permanent considerations in local AFTRA contracts. In any event, the purpose is to encourage N.Y. production.

Creation of the "employment committee" is deemed the first tangible evidence of labor-manage-ment collaboration toward increasing to production in N.Y.

ing tv production in N.Y.

Next to no major production will be done in town for next season, and the prospects for an upbeat are considered dim without some kind of aid from labor. AFTRA evidently seeks to base concessions or syndication prospects. If a lowering of labor demands is made, the first place it is expected to occur is among programs that are made on tape in N.Y. and are felt to have a reasonable chance in syndication across the country. A year or more ago, the N.Y.

in syndication across the country.

A year or more ago, the N.Y.
branch of ATAS formed its group
to find a way to upbeat local production. Headed by Tex McCrary
and David Susskind, the group was
soon divorced from ATAS proper,
because the parent body felt that
it wasn't wise for a national
organization to urge solution of an
eastern problem at the possible
expense of the west, where the
Academy is also represented.
After the divorcement, the factfinding group soon went dormant.
But the "Television Action Com-

inding group soon went dormant.

But the "Television Action Committee" has been resuscitated, with Susskind and WNTA station chieftain Ted Cott said to be spear, and the station chieftain the Cott said to be spear, and the stations who can produce the Academy, and their modus operandi will be to encourage local stations, who can produce tape programs that might later be syndicated. If local stations simultaneously receive special considerations from AFTRA, and maybe IA, it will be a joint labormanagement effort to bring some biz back to N.Y. Beyond approaching local tv. stations, the special Susskind-Cott committee ultimately is expected to do a selling job on Madison Ave.

What seems to have prompted

### UNIONS TO AID IN Dinah-Jose Drama Keys Jaffe Yen For Chevy Hour Flexibility

### Ed Pierce's NBC Sked

Ed Pierce may soon qualify as the busiest tv producer at NBC. He'll have three regular programs under his control before the sea-son is much older, and he's said to be in line for some specials.

be in line for some specials.

Pierce is producing the new Jan Murray daytime strip for NBC-TV, and next month he'll unveil "The NBC Saturday Prom," an afternoon dance show, plus a Saturday morning half-hour called "Today on the Farm." Pierce, who served three years as an NBC "Wide Wide World" producer, was once part of a hallroom. write years as an NBC Wide Wide World' producer, was once part of a ballroom dance act called Pierce & Rowland—good practice for the kind of hopping the web says he's going to do in '60-'61.

### NBC-TV Near SRO **On Shirley Temple**

NBC-TV expects to be SRO be program sales problem to datethe Shirley Temple hour, Max Factor came in for roughly one-minute a week on a guaranteed basis throughout the fourth quarter, and a Pillsbury buy already brings it to about five-sixths sold through De cember.

Up to the time Factor closed for the Sunday, 7-8 p.m. kidadult program, NBC had roughly a half sale, part to the parent RCA and the rest, sold more recently, to Beechnut-Life Saver. One more sale now will put the stanza at SRO. A decision is believed due by the weekend. The Factor biz came out of Kenyon & Eckhart.

The Temple stanza, on tape and in color, is an expensive production proposition for NBC-TV. It costs the web \$110,000 a week, but when sales came in slowly several weeks ago, the network lowered the production charge for the full hour to, a reported \$60,000 a week to advertisers.

Factor also bought the remain-ing fourth quarter availabilities in "Riverboat" and, now, the Monday stanza is SRO.

stanza is SRO.
Other new NBC buys are Maxwell House Coffee for minutes in "Wells Fargo" and "Deputy," again the fourth quarter. "Fargo" becomes SRO for the three-month period, and "Deputy," with Pola-roid already in, goes 80% sold.

Procter & Gamble has an order Procter & Gamble has an order in for 10 one-minute periods in "Klondike," and R. J. Reynolds has picked up some additional fourth-quarter minutes in various NBC stanzas. Besides Miss Temple, Pillsbury has added enough coin o "This Is Your Life" to put the Ralph Edwards-fronted stanza on Oct.-Dec. SRO status.

### Ed Stanley as NBC's Lincoln Center Liaison

Ed Stanley, of the network's public affairs department, has been given a side duty by NBC-TV. Since late last month, Stanley has been liaison with execs of the Lin-

been liaison with execs of the Lincoln Center of Performing Arts on television projects that might be done in tandem with NBC-TV and perhaps the other webs.

Stanley will assay the upcoming Lincoln Center projects to see where NBC-TV might put them to use, and, conversely, he'll try to provide various network projects which might then be used or promulgated by the Center. It was pointed out that the setup is in a nebulous stage at the moment.

After all these years of plugging away at the musical-variety format, Dinah Shore will switch to pourri programming in her Sunday NBC-TV slot for Chevrolet, She'll ABC-IV stot for Chevroiet. She'll do 20 one-hour programs in the course of the '60-'61 season, and the other 19 hours to alternate with her will also be a collection of miscellany, ranging from sports, to vidtapes and films of foreign talent and dramas.

ent and dramas.

Miss Shore herself will appear
as co-star in her first network
television dramatic role opposite
Jose Ferrer. Her partner and executive producer Henry Jaffe declined to name the drama, an
adaptation, until rights are in contract form. tract form

tract form.

Jaffe said this week that the "whole concept is not one of specials but of doing a series of events." The rodoes, "book shows." pure drama, trips abroad will apparently be geared, when possible, to times when they are most pertinent during the year. The likeliest example of any pertinency, is

nent during the year. The likeliest example, of any pertinency, is essentially an old one—a Yule program, to be done on film, called "Christmas Around the World."

But there are other examples, too: On Oct. 30, an all-juve (nobody over 12 on the screen) Hallowen program; on Oct. 2, a "County Fair"—the season's kickoff—from Pomona Fair, which is on at that time.

Not every event Miss Shore and Jaffe plan to do can be defined by a date. To Jaffe, an event additionally means a departure from what he and Miss Shore have done in the past. Miss Shore, he explains, has never done a thematic show, that is, one with a catchall idea to carry an entire 60-minute program. She'll do thematic shows, most of them with music, of course, and that, to him, is an event.

Jaffe's event concept becomes Not every event Miss Shore and

most of them with music, or course, and that, to him, is an event.

Jaffe's event concept becomes more concrete with a brief recapitulation of some of the early programs he'll do on NBC-TV next season. After "County Fair" on Oct. 2 (which will have Roy Rogers, Dale Evans and Walter Brennan), Miss Shore will appear doing a "See the U.S.A.," an expansion of her Chevy music signature into a whole program (there'll be others like it later). Her guests that night will be Red Skelton, Nat King Cole and Shirley Temple. Since she's appearing only every other week, Miss Shore will be absent on Oct. 16 and, instead, Zsa Zsa Gabor and Art Linkletter will do a fluify piece known as "Love Is Funny."

Afterwards, Sunday at 9 on NBC-TV will see a musical version of the play, "Autumn Crocus," and (Continued on page 36)

(Continued on page 36)

### Chi's 1st Network **Show in 4 Years**

Chicago, Sept. 13.
Windy City gets back some of
that lost network tv glory Oct. 1
when "Today On the Farm" is
launched as an NBC-TV Saturday
morning entry, produced live in
the web's Chi shop. Half-hour series, underwritten by Massey-Ferguson and placed by Needham,
Louis & Brorby, will be helmed by
country singer Eddy Arnold with
a number of midwestern personaltites featured. Among those taking ities featured. Among those taking part will be Alex Dreier and Car-melita Pope, both of whom are melita Pope, both of whom are employed by local station WNBQ.

#### 28

### RIETY - ARB FEATURE C

VARIETY's weekly feature chart, based on ratings furnished by American Research Bureau, covers one market. Each week the 10 top rated features for the one market will be listed.

will be listed.

Factors which would assist distributors, agencies, stations and advertisers in determining the effectiveness of a feature show in a specific market have been included in this Variety chart. Listed below is such pertinent information regarding features as their stars, release year, original production company and the present distributor included wherever possible along with the title. Attention should be paid to such factors as the time and day, the high and low ratings for the measured

feature period and share of audience, since these factors reflect the effectiveness of the feature and audience composition, i.e., a late show at 11:15 p.m. would hardly have any children viewers, but its share of audience may reflect dominance in that time period. In the cities where stations sell their feature programming on a multi stripped basis utilizing the same theatrical throughout the week a total rating for the total number of showings for the week is given, the total rating not taking into account the duplicated homes factor. Barring unscheduled switches in titles the listed features for the particularly rated theatrical filmed show are as accurate as could be ascertained.

### A NICETE TO

9. "MR. SMITH GOES TO WASHINGTON"—

Columbia; 1939; Screen Gems

James Stewart, Jean Arthur;

L	OS ANGELES		STATIONS	: KNXT, KF	RCA, KTLA	, KABC,	кну, ктт	V, KCOP. SURVEY DATES: APRIL	5-11, 1960.
	P TEN FEATURE FILMS "TWO YEARS BEFORE THE	RUN 1st Run	TIME SLOT Fabulous '52	AVERATING 23.9	AGE HIGH 25.8	LOW 19.2	AVERAGE SHARE 72.4	TOP COMPETITION  Man From Internal KRCA	AV.
	MAST"— Alan Ladd, Brian Donlevy, William Bendix; Paramount; 1946; MCA		Sat. April 9 10:30-12:30 a.m. KNXT-TV					Tom Duggan KCOP News—Lee Girout KRCA Tom Duggan KCOP Movie 4—"Hill 24 Doesn't Answer" (1st Run) KRCA	4.0 6.6 2.8 1.3
2.	"AFRICAN QUEEN"— Humphrey Bogart, Katherine Hepburn; United Artists; 1952; UAA	Repeat	Early Show Sat. April 9 6:00-7:30 p.m. KNXT-TV	9.6	10.6	9.3	25.1	Welk's Dancing PartyKABC Lock-Up KABC	26.5
3.	"TOUGHEST MAN ALIVE"— Dane Clark, Lita Milan; Signet; 1955	Repeat	Early Show	8,5	11.9	7.3	30.8	Popeye KTLA News: Weather; Sports KRCA News—Huntley-Brinkley KRCA Clite Roberts; Big 3 Final KTLA	9.9
4.	"THE MEN"— Marlon Brando, Teresa Wright; United Artists; 1950; NTA	Repeat	Early Show Tues. April 5 5:30-7:00 p.m. KNXT-TV	8.4	11.3	7.3	27.3	Popeye KTLA News: Weather; Sports: News—Huntley-Brinkley KRCA Curt Massey; News— Jack Tatham KRCA	8.9 8.3
5.	"THREE FOR JAMIE DAWN"— Lorraine Day, Ricardo Montalban, Richard Carlson, June Havoc; Allied Pictures; 1956: M&A Alexander	1st Run.	Early Show Thurs, April 7 5:30-7:00 p.m. KNXT-TV	7.9	9.3	· <b>7.3</b>	28.1	Popeye KTLA News: Weather; Sports; News—Huntley-Brinkley KRCA	5.5
6.	"THE SILKEN AFFAIR"— David Niven, Genevieve Page; Flamingo; 1956	Repeat	Early Show Wed. April 6 5:30-7:00 v.m. KNXT-TV	7.7	10,6	6.0	24.8	Popey News: Weather: Sports: News—Huntley-Brinkley KRCA Clife Roberts—Big 3 Final KTLA	10.6
7.	"AT WAR WITH THE ARMY"— Jeny Lew's, Dean Martin; Paramount; 1950; M&A Alexander	1st Run	Million Dollar Movie Fri. April 8 9:00-10:45 p.m. KHJ-TV	6.4	6.6	6.0	11.0	77 Sunset Stri KABC Twilight Zone KNXT Person to Person KNXT	19.2
<b>'8.</b>	"THE WYOMING KID"— Dennis Morgan, Jane Wyman; AAP 1949	Repeat	Early Show Fri. April 8 5:30-7:00 p.m. KNXT-TV	6.1	7.3	5.3	20.5	Popeye KTLA News: Weather: Sports; News—Huntley-Brinkley KRCA Curt Massey;	7.9 8.3 8.6
9.	"GOING MY WAY"— Bing Crosby, Barry Fitzger.ld; Paramount; 1944: MCA	Repeat	Late Show Sun. April 10 11:15-1:30 a.m. KNXT-TV	5.1	6.0	3.3	66.2	News—Jack LathamKRCA Interpol CallingKRCA Lindy TheatreKABC	4.0 0.9
10.	"AT WAR WITH THE ARMY"— Jerry Lewis, Dean Martin: Paramount; 1950; M&A Alexander	1st Run	Million Dollar Movie Sun. April 10 1:00-2:45 p.m. KHJ-TV	4.7	5.3	3.3	31.9	Masters Golf Tournament KNXT Sports Spect KNXT	3.1 4.6
N	IINNEAPOLIS-S	Т. Р	AUL	STA	TIONS: W	/ссо, к	STP, KMSP	P, WTCN. SURVEY DATES: APRIL	5-11, 1960.
1.	"UNCONQUERED"— Gary Cooper, Paulette Geddard: Paramount; 1948: MCA	Repeat	Movie Spect. Fri. April 8 10:15-12:30 a.m. V:TCN-TV	7.7	86	5.3	.30.3	Weather: Sports	20.5 11.3 84
2.	"GRAPES OF WRATH"— Henry Fonda, Jane Darwell, John Caradine; 20th Century Fey; 1946; NTA	1st Run	Movie Spect. Thurs. April 8 10:15-12:30 a.m. WTCN-TV	6.9	9.3	3.3	34.7	Weather: Sports	
3.	"NAVY WIFE" — Joan Bennett, Gary Merrill; M&A Alexander	1st Run	Cuitics Award Sat. April 9 10:30-11:45 a.m. WCCO-TV	6.1	6.6	6.0	40.1	Meet McGraw Big Movie—"The the Ends of the Earth" (1st Run) KMSP.	6:0° 3:3
4.	"DEATH OF A SCOUNDREL"— George Sanders. Zsa Zsa Gabor, Yvonne DeCarlo; RKO; 1956; Show Corp. of America	1st Run	Gold Award Theatre Fri. April 8 10:30-12:00 p.m. WCCO-TV	6.0	6.6	4.6	21.7	Manhunt KSTP Jack Paar Show KSTP Movie Spect WTCN	9.9
5.	"DRAGON FLY SQUADRON"— John Hodiak, Barbara Britton; Allied Artists; 1‼54; Medallion	Repeat	Movie Spect. Sun. April 10 10:15-12:00 p.m. WTCN-TV	4.7	7.3:	<b>2</b> .0′	19.3	Weather: Sports	
6.	"GODZILLA"— Raymond Burr; RKO; 1957; Snew Corp of America	Repeat	Early Movie Sun. April 10 2:30-4:00 p.m. KMSP-TV	4.5	4.6	4.0	21.9	Sports Spect	
7.	"CALIF, MAIL"— Dick Feran; Warner Bros.; 1936; UAA	1st Run	Saturday Show Sat. April 9 2:00-4:00 p.m. WTCN-TV	4.2	4.6	4.0	28.8	NBA Basketball	10.9 4.0
8.	*DESERT FURY"— Burt Lancaster, John Hodiak, Liz Scott: Paramount; 1947; MCA	1st Run	Movie Spect. Tues. April 5 10:15-12:15 a.m. WTCN-TV	4.0	4.6	2.6	21.1	Weather: Sports. KSTP What Happened in Wisc. WCCO Highway Patrol KSTP Jack Paar Show KSTP	23.8 19.9 9.6 8.1
8.	"CALIF."— Barbara Stanwyck, Kây Milland: Paramount; 1947; MCA	1st Run	Movie Spect. Wed. April 6 10:15-12:15 a.m. WTCN-TV	4.0	6.0	2.6	22.6	Weather: Sports. KSTP Mr. D. A. KSTP Jack Paar Show. KSTP	23.2 10.6 8.1
_	WITH CITY COTO FO		D' - 3 - 5 -	0'0''			4 4	as No. 11.	5000

Big Movie Fri. April 8 10:30-12:00 p.m. KMSP-TV

3.9

4.0

14.1

Repeat

### Foreign TV Reviews

ANOTHER PART OF THE SEA With William Squire, Russell Nap-ier, Margaret Gordon, Roddy Mc-Millan, Sheila Brennan, Liam Gaffney, John Dearth Producer: Louis MacNeice

Millan, Sheila Brennan, Llam Gaffney, John Dearth Froducer: Louis MacNelce Writer: MacNelce T5 Mins., Tues., 8:40 p.m. BBC-TV, from London Louis MacNelce, deft poet and sterling radio writer, turned in a dramatic exercise for tv; having re-drafted it from a previous stage version. It made a curiously baffling impression, largely because it was couched in inflated language that didn't tie in with its tense and thrillerish theme.

A married couple on a cruise discovered that a fellow-passenger was a friend who has deserted the West for the Reds. The crux of the matter was whether, he should be betrayed to the ship's captain, or that loyalty to a friend transcended patriotism. It was conplicated by the threat of imminent war between East and West, rumored over the ship's radio, and by the wife having been in love with the turnocat before she'd married his friend.

This situation, inspired by the afhis friend.

the turncoat before she'd married his friend.

This situation, inspired by the affair of Burgess, and McLean, provided many opportunities for dramatic maneuver, but they weren't taken. MacNeice conducted the argument on a highfalutin level of diction and emotion, and fell too often into pretentious pitfalls, inspiring giegles. All the same, if was due to his sprightly command of language that the play stood tip as well as it did. It veered between the bathetic and the mind-clinching, and, on balance, it left a sediment in the memory.

The acting was somewhat pretentious, with the exception of William Squire, admirably cast as the treasonable character and producing the right kind of magnetic egotism. Margaret Cordon struggled

ing the right kind of magnetic ego-tism. Margaret Gordon struggled with more of the inflated speech than the rest, and proved she'd be-fine with more basic material. Russell Napier had his moments as the will-he-won't-he betrayer, and good support came from Roddy McMillan, Liam Gaffney, and John Dearth. Dearth.

Louis MacNeice produced his own work with a slogging rever-ence that did it less than justice.

THE BLUEBIRD THE BLUEBIRD
With Donald Campbell, Tonla
Bern, Danle! Farson
Director: Sheila Greg
Writer: Colin Willock
80 mins, Frl., 10:35 p.m.
Associated-Rediffusion from Lon-

On the eve of Donald Campbell's departure for the Utah Salt Flats and his attempt on the landspread record. Associated-Redifusion offered this arresting 30-minute program on the man and his background. With Daniel Farson doing the interviewing, and with Campbell ready to answer frankly, but not without alertly pulling him up here and there it pulling him up here and there, it was a stimulating if still tantaliz-ing looksee at what makes a speed-

man tick.
Opposite use was made of newsreel clips, recalling in the main, Sir Malcolm Campbell, whose exploits and strong personality exercised a self-admitted powerful influence on his son. But fascing as these than main ating as these , the main atrength of the program resided in the straight interview stuff, especially in questions such as "when was the last time you broke down and cried" and Campbell's frank reply: "January 7, when my dog died," A brief cutaway to garner the reactions of the productions. hing's wife to his way of life was equally rewarding. Highlight phrase that sticks in mind: Campphrase that sticks in ming; cambell likened the urge to rai speed records to "climbing mountain without a summit." Programmer of the mass firstrate. in minu.
urge to raise
"climbing a

SEA WAR With Adm. Slr Caspar John, Rear

With Adm. Sir Caspar John, Rear Adm. Roy. Foster-Brown
Producer: G. Grafton Green
Witter: Capt. Jack Broome
Music: Reg Owen
39 Mins., Mon. 8:00 p.m.
Southern TV from Southampton
From 400,000 feet of wartime
film, The Rank Organization has
put together 13, 30-minuters for
Southern TV (skein's also getting
a London regional airing by Associated TeleVision) that focus exclusively on the Royal Navy's part in

the Hitler war. Results are by no the Hitler war. Results are by no means an exhaustive historical record, but rather a series of incidents which, dictated in content largely by the footage available, give a onesided picture of events but provide exciting action stuff. Cohesion's assured by a minimum of staged linking scenes and effective enceeing by Naval highups.

Launching item, "Opening Bid," dealt with Germany's invasion of Norway and the consequent first clash between Nazi ships and the British Home Fleet. Editing was remarkably fine, soundtrack was

clash between Nazi ships and the British Home Fleet. Editing was remarkably fine, soundtrack, was vivid, narration by Rear Adm. Roy Foster-Brown was enthusiastically geared to lauding the Nazy's exploits. Technical quality was of course variable, in view of the origins of the bulk of the material 150% from captured enemy sources), but that's not a detracting element in this context.

sources, but rats not a ceracting element in this context.

Rank is bidding for the U.S. market with this series, aiming to add further footage to each stanza on ancillary operations should a deal come off. As the job stands, on ancillary operations should a deal come off. As the job stands, the unfil ching British outlook and a tendency towards jingoism must be considered a disadvantage for America, but on the other hand there are enough heroics and excitement to make it viewable anywhere.

Ernt.

ANCHONY QUINN, ACTOR With Anthony Quinn, John Paddy Carstairs, Peter Coe, Robert MacDermot, Anthony Quinton Producer: John Warrinyton

Producer: John Warrington
30 Mins., Tues., 9:30 p.m.
BBC-TV from London
Chipping into a four-sided discussion on the actor's approach to his werk, BBC-TV offered a 30-minute recorded program that was often notable for its production.
This does not mean that what was said was boring, but that the job was standout for its composition, lighting and choice of she visual.
What was said was indeed a mite-boring at first, before the quartet

what was said was indeed a line of the boring at first, before the quartet emceed by Robert MacDermot got into its stride, but when matters came to a clash between the view that an artist must consciously considerable to the constitution of the c ordinate all his forces (Quinn's outlook) and that what he achieves must be the unconscious result of background (Peter Coe's tenet), things began to spark. As must often be the case, the argument was frequently difficult to assess was frequently difficult to assess inasmuch as the exponents them-selves had to grope for expression of abstruse ideas, but the to and fro nevertheless made constantly interesting viewing for the egg-

Quinn himself made an excellent Quinn himself made an excellent impression as a thoughtful intel-lectually energetic character. He overshadowed the others, though they too made favorable impact. Erni.

THE SNAPSHOT HOUR THE SNAPSHOT HOUR
With Hughle Green, Jill Day, Libby Morris, Malcolm Goddard,
Ken Wilson, Bobby Bennett, Rita
Webb, George Roderick, Jean
Clarke, John Charles, Cornel

Lucas,
Director: Bill Hitchcock
Writers: S. C. Green, R. M. Hills
55 Mins., Wed., 8:30 p.m.
Associated-Rediffusion from Lon-

don
Breezy, assured and fast-talking,
Hughie Green lent his popular tv
personality to a would-be offbeat
variety show that, for some unexplained reason, took photography
in several forms as its connecting
theme. Apart from the fact that
this gimmick kept creating a puzzle in the viewer's mind and was
offen denated from anyway to often departed from anyway, it didn't seem to matter too much. The entertainment continued to reside, or otherwise, in the songs, dances, gags et al. Generally speaking it resided, not otherwise.

speaking it resided, not otherwise. Green was emeee and mainstay throughout, joining in a medley of numbers with good-to-look-at Jill Day, abetting a flat Cockney comedy sketch, interviewing still photographer. Cornel Lucas, who told an anectote about the late A. E. Matthews, introducing a bright item involving whistle worthy models, and (on film) prancing and singing with a small boy through Venice. Apart from Miss Day Comedienne Libby Morris was the Venice. Apart from Miss Day comedienne Libby Morris was the comediatine Libby Morris was the principal aide, working like a good trouper throughout, while foot-baller John Charles had an effec-

(Continued on page 34)

(Showdown)
With Lorne Greene, Pernell Roberts, Dan Blocker, Michael Landon, Ben Cooper, Jack Lambert Ray Teal, Jody Warner, others Producer: David Dortort Director: Lewis Allen Writer: Dean Riesner 60 Mins., Sat., 7:30 p.m.
AMERICAN TOBACCO, RCA
NBC-TV (Filmedelor). NBC-TV (film-color)

VARIETY

(J. Walter Thompson, BBDO) Redemption of a young baddie was the theme of the "Bonanza" opener. Episode came off effec-tively once the slow start was di-gested.

other, up against stiff competition Saturday nights at 7:30 p.m., can't afford to be merely a fairly good sagebrush vehicle. ABC-TV in the slot will be coming in with the highly touted "Roaring Twenties," CBS-TV will have the long popular fave "Perry Mason." "Bonanza," to strike rating gold in that field, needs lifting.

Most-of the first half was spent in setting up the situation. It takes more than a stock bank helst to maintain excitement, but once the situation was established, scripter Dean Riesner deserved credit for making character development ring true. It's no small feat in the crowded oater field.

Acting and direction were up to

Acting and direction were up to pro standards. Regulars in the Cartwright cowpoke family—Lorne Greene, Pernell Roberts, Dan Blocker and Michael Landon—each made an excellent contribution.
Guestar Ben Cooper, as the young bandit who saw the light, lent conviction and credibility to his role. It was moving to see his transformation

matton.

"Bonanza," preeming for the second season, appears to have a good, workable concept riding for it. Any week, adventures of one member of the Cartwright family can be featured. That, coupled with the guestar policy, could result in freshness and flexibility, providing—and that's, a big proviso—the scripts take advantage of the concept.

scripts take auvaning cept.
Orener threw the spotlight on Little Joe Cartwright, portrayed by Michael Landon. His acting was proficient and his youth could win favor with the teenage crowd. Identification is the rage these

days.
Director Lewis Allen knew how action sequences. Tint could an added plus factor in the rat-

ne an added plus factor in the rat-ing sweepstakes.

American Tobacco and RCA each had one-third of the show at the had one-third of the show at the starting gate. Horo.

HAVE GUN, WILL TRAVEL
With Richard Boone, Martin Gabel,
Roxanne Berard, Regina Gleason, Robert Blake, John Close,
Lee Sands
Writer: Shimon Wincelberg
Producer: Frank R. Pierson
Director: Buzz Kulik
30 Mins., Sat.; 9:30 p.m.
LEVER BROS.: AMERICAN
MAME PRODUCTS HOME PRODUCTS CBS-TV (film)

CBS-TV (film)

(J. Walter Thom Ted Bates)
One of the top rated shows,
"Have, Gun, Will Travel" returned
to the CBS-TV net Saturday (10)
with its format still intact. Over
the last three seasons Richard
Boone has built following as
Paladin, an adventurer who's as
quick with a quotation from the
classics as he is with a shootin'
iron.

iron.
This half-hour filmed entry again seems assured of a substantial au-dience since the vogue for westerns dience since the vogue for westerns appears to be showing no signs of diminishing. Somewhat offbeat was the initialer in which Boone was retained as a bodyguard for Russian peddler, Martin Gabel a Mussian peddler, Martin Gabel, a key witness in a murder trial. The Shimon Wincelberg teleplay, in building the peddler's role, put lotsa stress on his experiences un-der the Czarist regime.

But frequent references to Cossacks along with Gabel's thick cent at least provided a fresh story approach. Boone, per usual, scored nicely in protecting his charge while Gabel lent realism to his while Gabel lent realism to his role. Routine support was supplied by Roxanne Berard as Gabel's daughter, and Robert Blake as gunman determined to kill Gabel, among others. Buzz Kulik's direction was breezy while the outdoor backgrounds helped give the yarn authenticity.

If any viewer was absorbed by

authenticity.

If any viewer was absorbed by
the tale, the hammering plugs for
American Home Products' Dristan
(a nasal spray) and Anacin were
bound to bounce him back sharply to the present. Lever Bros. is the alternate sponsor. Gilb.

MISS AMERICA PAGEANT With Bert Parks, Marilyn Van Der-bur, Douglas Edwards, Don Cherry, others Producer: Bob Dailey

Director: Vern Diamond 120 Mins., Sat. 10 p.m. PARTICIPATING
CBS-TV from Atlantic City

PARTICIPATING
CBS-TV from Atlantic City
The "Miss America Pageant"
was originally conceived in Atlantic City as a means of keeping the
hotels filled and the city loaded
for the week following Labor Day, for the week following Labor Day, when the town usually closed. The aim is the same but the pageant has undergone several changes, mainly in getting a different type of gi.l interested in the proceedings. The contestants today are fairly scholarly, accomplished in several directions, but still out of the same mould.

several directions, but still out of the same mould.

Now in its 40th edition, the Miss America Pageant is now introduc-ing gimmicks to heighten interest, at least for the television pro-ceedings, such as the parade of the former winners who are now band-ed into a sorority.

This year's crop of finalists seemed to be a talented group.

Most of the girls possessed colara-tura voices which ranged from far-tura voices which ranged from far-ture voices which ranged from far-voices which ranged from far-ture voices which ranged from far-ture voices which ranged from far-ture voices which ranged from sign.

This year's show was keyed to the Cinderella theme. Jacques D'Ambois of the N. Y. City Ballet danced a couple of sequences to heighten that theme. He is a vig-orous and talented dancer hitting orous and talented dancer hitting his peak in his first appearance, but he didn't seem to be able to fight his way out in his second appearance in which he was called upon to punctuate other matters

upon to punctuate other matters current on stage. The perennial Bert Parks handled the proceedings in his usual ebullient manner. He made the girls feel at ease and helped take the strain off them. This year, Don Cherry provided added vocals. His presence was legitimate as beside being a good singer with plenty of experience on the nitery circuit he's the recent husband of a former Miss America.

The details were handled again y Doug Edwards and Marilyn Van

The details were nanded again by Doug Edwards and Marilyn Van Derbur, the Miss America of 1958. Latter shouldered quite a share of the description and handled it well. Edwards spieled with his usual authority.

LASSIE With Jon Provost, June Lockhart, Hugh Reilly, Charles Herbert,
Mary Lawrence
Producer: Robert Golden
Director: Gerald Schnitzer
Writers: Sumner Long, Maurice

Geraghty
30 Mins., Sun., 7:30 p.m.
CAMPBELL SOUP

30 Mins., Sun., 7:30 p.m.

CAMPBELL SOUP

CRS-TV (film)

Lassie, the venerable hound of tv. is back for her seventh season to intrigue the kid audience with her savy to human folbles while the supporting cast of folks spin a simple "how-to" morality yarn on being a good boy and girl. Season's opener Sunday (11) had Timmy (Jon Provost). Lassie's moppet pard, helping another lad over a mental block about a leg brace that should come off. Tim's parents (June Lockhart and Hugh Reilly) acted as consultants on the psychological problem, and the lame boy's dog (another collie) was the catalyst in the conquering of the lameness. Along the way, the boys and dogs went on a butterfly hunt, which provided an opportunity for some interesting animal and nature shots.

Lassie is truly the star of this series. Direction and support are competent, but the kid stars, like practically all American acting youngsters, have a knack for over-auteness and strange unrealness. Excellent light musical score was special by Raoul Kraushaar.

was special by Raoul Kraushaar

TOMMY SEVEN SHOW TOMMY SEVEN SHOW Producer: A. L. Hollander Jr. Director: Lou Volpicelli 45 Mins., Mon.-Fri., 6:15 p.m. PARTICIPATING

PARTICIPATING
WABC-TV, N. Y.
Tommy Seven, toprated kid show
emece from WJZ-TV, Baltimore,
has been brought in to New York
by the ABC flagship station to
handle the 6:15 p.m. cartoon strip.

(Continued on page 34)

THE TALL MAN With Barry Sullivan, Clu Gulager, Robert Middleton, King Dono-van, Vaughn Taylor, Denver Pyle, others

van, vaughn Taylor, Denver others Producer: Sam Peeples Director: Herschel Daugherty Writer: Peeples 30 Mins., Sat., 8:30 p.m., R. J. REYNOLDS NBC-TV (film)

(Wm. Esty)

(Wm. Esty)

What should distinguish "The Tali Man" from the ordinary cut of twesterns is the appeal of its two stars, a strong, personable and extremely able newcomer in Clu Gulager and a solid old pro in Barry Sullivan. Whether this will be enough to project "Tall Man" its expressions. Barry Sillivan. Whether this will be enough to project "Tall Man" into any position of eminence in the rating sweepstakes will depend on the amount of ingenuity that producer Sam Peeples can get into his scripts to keep the show out of the customary, sheriff-vs-heavies rut rut.

Opener, with script by Peeples (he's partnered with Nat Holt, who's exec producer, Revue and NBC in this package), started off in routine fashion, but a surprise end-ing made it different enough to ing made it different enough to warrant hopes for the future. Series is premised on an embel-lishment of the Pat Garrett-Billy the Kid tegend, idea being that Garrett is a stern upholder of the law while Billy is both a good friend and a source of trouble to him.

friend and a source of trouble to him.

Sullivan, as a deputy sheriff, found one of the towns in his county wide-open, and proceeded to clean it up, taking on Robert Middleton and King Donovan as the heavies. What with the introductory business setting up the Sullivan-Gulager relationship, the refusal of bribes, the inevitable ambush, it all shaped up as pretty much routine until that offibeat ending, when Sullivan decided to walk into the ambush alone and told Billy to do what he had come to town for and get home. So hapened that his errand was te deliver a herd of cattle to Middleton, and this he literally did, driving the herd right into Middleton's saloon breaking up the joint, and the ambush as well.

Director Herschel Daugherty staged this unique cattle drive with staged this unique cattle drive with

saloon breaking up the joint, and the ambush as well.

Director Herschel Daugherty staged this unique cattle drive with unusual perfection for a tv show, and it was a ball. Studio went allout in budget with this opening episode too, so that Daugherty also had the opportunity to get some excellent shoot-'em-up effects of a wide-open town, with plenty of night shooting and extras. But his exposition of the personal relationships tended to be bland, and his movement of the story—until that windup scene—slow.

Gulager's a comer; no question, though he tended to overdo the drawl. Sullivan's solid, and the two mesh nicely. Middleton and Donovan gave their customary ex-

drawl. Sullivan's solld, and the two mesh nicely. Middleton and Donovan gave their customary excellent performances as heavies, and Vaughn Taylor as an honest judge and Denver Pyle as a dishonest marshal rounded out a good supporting cast.

"Tall Man" could make it, moderately, not big. It depends on whether Peeples can come up with the kind of twists, he achieved in this first one on a consistent basia and also whether the Gulager-Sullivan team register as strongly as they should.

FORESIGHT

FORESIGHT
With Bill Hayward, others
Writer-Director: Hayward
30 Mins., Sat, 1:39 p.m.
WNBC-TV, N. Y. (film)
The trouble with many pedants is they sound pedantic. Bill Hayward, who prepared "Foresight" for the New Jersey Education Assn., unerringly chose such people to explain how N. J. teaches Johnny to read, and, naturally, they became harder and harder to listen to as the half-hour film program moved into its final first-day minutes on WNBC-TV.

"Foresight" is a series paid for by the Jersey body, and is shown on the NBC owned stations in N. Y. and Philadelphia. This concept of reviewing the school system on television is commendable, and if it didn't work the first time partial blame might be laid to its transparently small budget. Yet the major blame must-rest with Bill Hayward for several reasons: As a host-interviewer, he was not incisive; he demonstrated a lack of Tommy Seven, toprated kid show emcee from WJZ-TV, Baltimore, has been brought in to New York by the ABC flagship station to handle the 6:15 p.m. cartoon strip. Station gave Seven a sendoff via a Paramount Theatre party Sunday (11) attended by 2,000 moppet viewers. If Monday (12) tele debut of the "Tommy Seven Show" is (Continued on page 34)

VARIETY's weekly tabulation, based on ratings furnished by American Research Bureau, highlights the top ten network shows on a local level and offers a rating study in depth of the top ten syndicated shows in the same particular market. This week ten different markets are covered.

In the syndicated program listings of the top ten shows, rating data such as the average share of audience, coupled with data as to time and day of telecasting competitive programming in the particular slot, etc., is furnished. Reason for detailing an

exact picture of the rating performance of syndicated shows is to reflect the true rating strength of particular series. Various branches of the industry, ranging from media buyers to local stations and/or advertisers to syndicators will find the charts valuable.

Over the course of a year, ARB will tabulate a minimun of 247 markets. The results of that tabulation will be found weekly in Variery. Coupled with the rating performance of the top ten network shows on the local level, the Variery-ARB charts are designed to reflect the rating tastes of virtually every to market in the U.S.

### **PHILADELPHIA**

STATIONS: WRCY, WFIL, WCAU. SURVEY DATES: JUNE 1-7, 1960.

TOP TEN NETWORK SHOWS RK. PROGRAM—DAY—TIME STA.	AV. RTG	TOP SYNDICATED PROGRAMS RK. PROGRAM—DAY—TIME STA. DISTRIB.	AV. RTG.	AV. SH.	TOP COMPETITION PROGRAM STA.	AV. RTG.
1. 77 Sunset Strip (Fri. 9:00-10:00)WFIL	36.2	1. Mike Hammer (Sat. 10:30) WCAU MCA	29.5		Tombstone Territory WFIL	7.3
2. Gunsmoke (Sat. 10:00-10:30)	35.1	2. Grand Jury (Thurs. 10:30)	20.2 17.2		Sid Caesar	20.2 22.5
3. Hawaiian Eye (Wed. 9:00-10:00)WFIL	32.1	4. Sea Hunt (Sat. 7:00)	14.6 13.9	56.4	4 Just Men	6.0 26.2
4. This Is Your Life (Wed. 10:00-10:30)WRCV	29.4	5. Johnny Midnight (Tues. 10:30)		47.7	Major League Baseball . WFIL   Newsreel; Weather;	14.
5. The Detectives (Fri. 10:00-10:30) WFIL	27.2	7. Death Valley Days (Mon. 7:00)WRCVU. S. Borax	13.2	40.0	News-J. Daly WFIL News; Comment; Wea	8.0
6. Real McCoys (Thurs. 8:30-9:00) WFIL	26.8	7. Death Valley Days (Wigh, 1:00) WRCV O. S. Borax	4		CBS News-D. Edwards WCAU	7.6
7. Wagon Train (Wed. 7:30-8:30)WRCV	26.1	8. Lock-Up (Tues. 7:00)	12.9	45.3	News; Comment; Wea	9.8
8. Perry Mason (Sat. 7:30-8:30)	25.9	8. Popeze Mon-Fri. 6:00)	12.9	52.7	Early Show	7.4
9. Garry Moore (Tues. 10:00-11:00)WCAU	25.8				News-Weather; News   Huntley-Brinkley WRCV	8.5
10. Father Knows Best (Mon. 8:30-9:00) WCAU	25.2	9. Cannonball (Sun. 6:00). WFILITC	9.6	61.9	Meet The Press WRCV	4.6

### **PITTSBURGH**

STATIONS: KDKA, WTAE, WIIC. SURVEY DATES: JUNE 1-7, 1960.

2. Gunsmoke (Sat. 10:00-10:30)     KDKA     37.1     3. Red Skelton (Tues. 9:30-10:00)     KDKA     36.8     4. Huckleberry Hound (Mon. 6:30)     WTAE     Screen Gems 24.5     51.4     Sid Caesar     KDKA     11.6       3. Navy Log (Sat. 11:00)     KDKA     CBS     15.6     45.2     News; Movie     WTAE     9.3       4. Huckleberry Hound (Mon. 6:30)     KDKA     Screen Gems 14.3     55.2     News; Sports; News     WHIC     5.7
3. Red Skelton (Tues. 9:30-10:00)KDKA 36.8 4. Huckleberry Hound (Mon. 6:30)KDKA Screen Gems 14.3 55.2   News: Sports: News
1 Itumiey-Dinkley who 3.1
4. What's My Line (Sun. 10:30-11:00) KDKA 35.5 5. Death Valley Days (Thurs. 7:30) KDKA U. S. Borax 13.2 52.6 To Tell The Truth WHC 6.6 KE Fether Knows Rest (Map. 9:20 0:00) KDKA Ziv-UA 12.9 49.4 Wrestling WHC 7.3
5. Father Knows Best (Mon. 8:30-9:00) KDKA 32.8 6. Sea Hunt (Sat. 7:00)
6. Danny Thomas (Mon. 9:00-9:30) KDKA 31.1    Huntley Brinkley WHC 7.3
7. U. S. Steel Hour (Wed. 10:00-11:00) KDKA 30.8 8. Interpol Calling (Mon. 10:30) WTAE ITC 9.3 19.9 Steve Allen WIIC 14.6 8. Lock-Up (Sun. 10:30) WHC Ziv-UA 9.3 16.7 What's My Li KDKA 35.5
5. Have Gun, Will Travel (Sat. 9:30-10). KDKA 26.9    9. Popeve (MonFri. 5:00)
9. Ann Sothern (Mon. 9:30-10:00) KDKA 25.9 (Sat. 8:00) WIICUAA 8.9 43.2 American Bandstand WTAE 6.5 Captain KangarooKDKA 6.2
10. Hennesey (Mon. 10:00-10:30) KDKA 25.8 Triangle Cartoons KDKA 10.3

### **NEW ORLEANS**

STATIONS: WWL, WDSU, WVUE. SURVEY DATES: JUNE 1-7, 1960.

1 Wassa Train (Wed 6.20 7.20) WDSU 52.2 1 Border Patrol (Sat. 9:30)	15.6
1. Wagon Train (Wed. 6:30-7:30) WDSU 52:3 1 Bouter Arton (Sat. 3:30) WWL USS 35:1 35:9 Reet McGraw WDSU 52:3 2 Mike Hammer (Fri. 9:30) WWL MCA 26:5 53:0 (5:30-6:0-4:0-1:1) Section 1. WDSU 52:3 2 Mike Hammer (Fri. 9:30) WWL MCA 26:5 53:0 (5:30-6:0-4:1) WDSU 52:3 2 Mike Hammer (Fri. 9:30) WDSU 53:0 (5:30-6:0-4:1) W	13.9
2. Gunsmoke (Sat. 9:00-9:30)	16.3
3. Dainy 1 Politics Mon. C. W.	9.9
4. Summer On Ice (Thurs, 8:30-9:39). WDSU 39.5 Sea Hunt Thus, 9:30 WDSU Ziv-UA 21.9 37.4 Garry Moore WWL	34.1
5. Price Is Right (Wed. 7:30-8:00) WDSU 364 6. Coronado 9 (Tues. 10:00) WDSU MCA 19.9 48.8 Wild Cargo WWL	14.9
6. Garry Moore (Tues. 9:00-10:00) WWL 35.7 7. Manhunt (Mon. 10:00) WDSU Screen Gems 18.5 41.6 (Not For Hire WWL	9.0
7. Red Skelton (Tues. 8:30-9:00)	
7. Red Saction 1 dec. 3.09.100 1 WWL 33.4 8. Shotgun Slade (Thurs 10.00) WDSU MCA 16.6 47.7 Rendezvous WWL	11.6
	33.1
6. Ann Soudern thinh. 6.30-9.001. WWL Ziv-UA 14.9 41.6 U.S. Marshall WDSU	12.6

### **MILWAUKEE**

STATIONS: WIMJ, WITH, WISN, WXIX. SURVEY DATES: JUNE 1-7, 1960.

1. Garry Moore (Tues. 9:00-10:00)WITI	1. Manhunt   Thurs. 9:30    WTMJ   Screen Gems		45.0 Sea Hunt WISN	18.5
2. Ernie Ford (Thurs. 8:30-9:00)	29.1 2. This Man Dawson (Wed. 10:15) WTMJ Ziv-UA	20.6 18.5	56.9 Sports; Late Show WITI 55.3 Manhunt WTMJ	8.3 24.9
3. What's My Line (Sun. 9:30-10:00)WITI	28.5 3. Whirlyhirds (Sun. 9:30)	18.5	33.6 What's My LineWITI	28.5
4. Wagon Train (Wed. 6:30-7:30) WTMJ	28.4 4. Mike Hammer (Fri. 9:30)	18.5 18.2	36.7   Cavalcade of Sports;   Jackpot Bowling WTMJ	3
6 Cunemaka (Sat 0:00-0:30) WITI	26.8	17.2	46.9 Weather; Big Movi WISN	16.9 11.3
7. 77 Sunset Strip (Fri. 8:00-9:00) WISN	26.8 5. The Honeymooners (Thurs. 16:15)	15.9	37.9 Weather; Big Movi WISN	16.9
8. Welk's Dancing Party (Sat. 8:00-9:00). WISN	26.5 6 Johnny Midnight (Mon. 9:30) WISN MCA	150	OF 1 CH Allan	28.2 9.9
9. This Is Your Life (Wed. 9:00-9:30)WTMJ 10. Danny Thomas (Mon. 8:00-8:30)WITI	6. Johnny Midnight (Mon. 9:30)	15.9	49.1 Pat Boone	9.9 15.2
24. Daniy Thomas Mon. 6.00 6.007	7. Death Valley Days (Sat. 9:30)	15.3	33.1 Late Show	15.4

### MINNEAPOLIS-ST. PAUL

STATIONS: WCCO, KSTP, KMSP, WTCN. SURVEY DATES: JUNE 1-7, 1960.

1. Garry Moore (Tues. 9:00-10:00) WCCO	37.4 1. Death Valley Days (Sat. 9:30) WCCO U. S. Borax	19.9 19.2	59.5   Man From Interpol KSTP 39.8   Sid Caesar WCCO	6.0 12.6
2. Red Skelton (Tues. 8:30-9:00)WCCO	28.5 2. Border Patrol (Thurs. 9:30) KSTP CBS			
3. Welk's Dancing Party (Sat. 8:00-9:00). WTCN	27.3 3. Sea Munt (Tues. 9:30)	10.6	18.0 Garry Moore	37.7
4. Gunsmoke (Sat. 9:00-9:30)	26.5 4. Huckleberry Hound (Tues. 6:30) WCCO Screen Gems	9.2	44.0 Laramie	6.0
5. Summer On Ice (Thurs. 8:30-9:30) KSTP	24.8 5. Lock-Up (Wed, 9:30) KSTP Ziv-UA	8.3	18.9 U. S. Steel Hour WCCO	16.6
6. What's My Line (Sun. 9:30-10:00)WCCO	23.8 6. San Francisco Beat (Mon. 9:30) KMSP CBS	7.3	13.6 June Allyson	21.9
7. Wagon Train (Wed. 6:30-7:30)	21.2 6. Topper (Sat. 4:00)	7.3	46.0 Gold Award Theatre WCCO	4.0
7. Hennesey (Mon. 9:00-9:30)	21.2 7. State Trooper (Sun. 10:30) KSTPMCA	7.0	21.7 All Star Bowling WCCO	11.0
	8. People's Choice (Sat. 5:30)	6.6.	40.5 Gold Award Theatre WCCO	6.0
8. Danny Thomas (Mon. 8:00-8:30), WCCO	20.2 8. People's Choice (Sat. 5:30) KSTP ABC 9. Jeff's Collie (Wed. 6:00) WTCN ITC	6.0	27.0   News Picture;	1.
9. Perry Mason (Sat. 6:30-7:30)WCCO	19.5		News: Weather KSTP	11.6
10. Lassie (Sun. 6:00-6:30) WCCO	19.2 9. MacKenzie's Raiders (Tues. 9:30) KMSP Ziv-UA	6.0	10.2 Garry Moore WCCO	37.7

### **MADISON**

STATIONS: WISC, WKOW, WMTV. SURVEY DATES: JUNE 1-7, 1960.

.9	· · · · · · · · · · · · · · · · · · ·			5 4.
1. Gunsmoke (Sat. 9:00-9:30) WISC	42.4   1. Shotgun Slade (Sat. 9:30)	30.5	70.3 Fanfare WKOW	8.0
2. Red Skelton (Tues. 8:30-9:00)	39.7 2. Mike Hammer (Fri. 9:30)	20.2	43.3 Person To Person WISC	15.2
3. Garry Moore (Tues, 9:00-10:00) WISC	39.6 3. Sea Hunt (Sun. 8:00)	18.5	48.3 The Rebel WKOW	9.9
4. U. S. Steel Hour (Wed. 9:00-10:00)WISC		17.6	33.4 Welk's Dancing Party WKOW	25.2
5. Danny Thomas (Mon. 8:00-8:30)WISC 6. I've Got A Secret (Wed. 8:30-9:00)WISC	28.5 5. Cannonball (Sun. 5,30)	14.6	66.7 20th Century WISC	6.0
6. Ann Sothern (Mon. 8:30-9:00)	28.5 6. Huckleberry Hound (Fri. 5:30) WISC Screen Gems	12.3	73.7 Rin Tin TinWKOW	3.7
7. Perry Mason (Sat. 6:30-7:30)	28.0 7. Woody Woodpecker (Wed. 5:30) WISC Kellogg	11.3	56.5 My Friend Flicka WKOW	6.0
8. Father Knows Best (Mon. 7:30-8:00)WISC	26.5 8. Grand Jury (Thurs. 9:30)	11.0	24.2 The Plainsman WMTV	17.2
9. Hennesey (Mon. 9:00-9:30)WISC 9. June Allyson (Mon. 9:30-10:00)WISC	24.9 9. Tugboat Annie (Tues. & Thurs. 5:30). WISC Arrow	10.3	62.1 Rocky & His Friends WKOW	4.7
9. Welk's Dancing Party (Sat. 8:00-9:00). WKOW	24.9 9. Quick Draw McGraw (Mon. 5:30) WISC Screen Gems	10.3	74.1 Captain GallantWKOW	2.6
<b></b>	(Cartinual on more 20)			197

(Continued on page 38)

### ABC to NBC: 'Gee, Thanks'

NBC's recent survey of the daytime tv audience seems to have had other than the desired effect in a key area. An anti-ABC-TV report, prepared by the NBC sales presentation department, is being used by ABC to further its interests in Washington.

NBC carefully pointed out where "ABC typically fails to cover such important markets (during the daylight hours) as Providence, Louisville, Grand Rapida-Kalamazoo, Dayton, Birmingham, Syracuse, Wheeling-Steubenville, Winston-Salem-Greenboro, Davenport-Rock Island, Rochester and Jacksonville."

This is precisely what ABC has been plugging to the FCC for several years, and, in fact, has filed documents on these markets for consideration during the newly proposed rulemaking proceedings on station licenses.

Since the government frequently has cause to doubt parochial interests (as when ABC appeals for aid in these one and two station markets where it has no affiliate). ABC figures NBC will make the point for its rival instead. Consequently, ABC, after reading the research report, was quick to forward several copies of same to its Washington office, where presumably the NBC material will fall into the hands of the FCC.

One ABC executive said, "The NBC boys couldn't have done us bigger favor even if they meant to."

### NBC Stars 'Crawl' for Rylander As Web Makes With Some Fancy Promos on Interlacing Pattern

vention coverage edge.

Under promotional services boss Al Rylander, NBC-TV has got its program fronters hopping all over the spectrum in order to plug their shows—and, in a new twist, plugging all the other NBC programs appearing the same night as theirs. By Oct. 2, 45 NBC stars will have made nearly 100 tv appearances—six of them on rival CBS. By the end of the same month, the tally will be over 200.

end of the same month, the tally will be over 200.

The NBC program department and Rylander got their heads together toward the end of August and came up with a guaranteed plan for getting all stantas plugged throughout the whole season. This is to be done by having star anouncements made over-the-crawl on every single stanza, day and night all year long.

In the past three years, NBC has had variations of this system, wherein fronters, taking over the final credits of the preceding stanza on their nights, plug their own upcoming vehicles. But, from now shows.

on, they won't just plug their own shows.

They'll plug every stanza that remains to be shown after they make their respective over-the-erawl performances. The Monday NBC-TV sked will serve to illustrate: At 7:30 it's 'Riverboat,' which will have been plugged some 22 times that morning and afternoon on the NBC daytime lineup. "Riverboat" fronter Darrin McGavin will have done the daylight over-the-crawl plugging, naturally. In the 35 seconds that it takes to deliver all the acting, directing, producing credits for "Riverboat," just before its 8:30 p.m. ending, Dale Robertson, who heads the "Wells Fargo" cast, will plug his own 8:30-9 program. But he'll also plug "Klondike," "Dante." "The Barbara Stanwyk Theatre" and "Jackpot Bowling." all the same night, in that order. When the "Fargo" crawl comes on just before 9 p.m., one of the "Klondike," "Oante," Miss Stanwyk's program and the closing "Bowling" stanza. During credits for the last show, "Bowling," the entire schedstanza. During credits for the last

show, 'Bowling,' the entire schedule for Tuesday will be plugged.

This, according to promotional services at NBC (a seven-man staff to carry this enlarged workload), will guarantee promos, since they'll be made within the body of the show itself; credit crawls are always counted as part of a program's time.

Moreover, this plugging of all shows, NBC hopes, will give a block programming impression; keeping viewers from channel switching.

There crawl jobs are in addition to regular promo spots on NBC.

NBC-TV has revised and expanded its on-the-sir promotional pattern for the '60-61 program season. Interestingly, the hroad ened plan appears due partly to the effectiveness the network feels on-the-sir promos had recently toward giving NBC News the convention coverage edge.

Under promotional services hoss Arlene Dahl ("Thriller") are two
"What's My Line?" guests. They
work for NBC and "Line" is a CBS
stanza. Promotional services at
NBC says they are allowed to plug
their NBC shows on the CBS show.
Jan Murray and Tab Hunter, two
other NBC fronters, are guests on
CBS "Celebrity Talent Scouts,"
again with guaranteed NBC plugaroots

During the Dem and GOP convention coverage, in which NBC won the ratings, Rylander's staff arranged for over 190 plugs by various web newsmen. The over-the-crawl. Plugs were carried all over the sked. In some small way, it's figured the promotion work helped cop the Nielsen prize.

### Eddie Albert Refuses To Step Out as 'Camera' Dickers For Godfrey

Bob Banner, producer of "Can-did Camera," is dickering with Ardid Camera," is dickering with Arthur Godfrey to serve as host for
the upcoming CBS-TV Sunday
half-hour. However, Eddie Albert,
who was slated to do the show and
has already shot some segments
of the program (sponsored by Lever and Bristol-Myers), refuses to
withdraw and insists Banner follow through on the verbal ago ment the performer says exist

ment the performer says exists.

Banner says there is no signed contract with Albert and the reason there isn't is because Albert and he cannot come to agreements on several contract points. Albert was to own—and, by law, may yet own—a substantial hunk of "Camera."

Albert said there is no discord Albert said there is no discord and, on Friday (9), he spoke to Ban-ner. "When he (Banner) didn't agree with certain areas of the con-tract," isaid Albert, "I told him then it was okay and we'd do it his

Banner explained, "It looks pretty good about Arthur. He's interested in doing 'Candid Camera,'
but nothing is concluded yet." The
producer said he approached Godfrey Monday, after he decided that the Albert contract couldn't be set to rights

to rights.

Recently, Albert became an officer of Kaiser Industries, and the actor said that he dissurbed some of the Banner people. He felt, however, that the Kaiser setup would in no way disrupt his availability and it didn't dampen his desire to do "Candid Camera."

#### **NAB Names Michaels**

Moreover, this plugging of all shows, NBC hopes, will give a block programming impression, keeping viewers from channel switching.

There crawl jobs are in addition to regular promo spots, on NBC. The number of these in '60-'61 cannot be determined yet, because the number of availabilities have not been tallied. These availabilities have not been tallied. These availabilities fall in program breaks and, often, in unsold program commercial alots.

The stars will be seen on most NBC-TV, New York.

#### Radio Review

JEAN MICHEL Producer: Bill Persky Assoc. Producer: Bob Taylor 120 Mins. Mon.thru-Sun., 10 p.m. PARTICIPATING

WNEW, N.Y.

Jean Michel is a disk lockey with a French accent whose spinning accent is on "good music." He's one of the more recent additions to WNEW's well-rounded deejay staff and he brings to the 10 p.m. to midnight hours an offbeat platter pitch that's quite in-

His tone is soft and soothing and his platter picks are extremely tasty. In the latter department, he credits producers Bill Persky and Bob Taylor for the song selec-tions, but it seems to be a team job that's dedicated to a buildup of the Michel mood.

job that's dedicated to a buildup of the Michel mood.

It's a mood that stresses music for relaxed listening with a variety of disks that come mainly from the U.S. and French disk factories. On Wednesday (7) for example his platter range covered Richard Hayman's "Hernando's Hideaway," Yves Montand's "The Blue Stream," Perry Como's "Begin The Beguine" and Suzanne's "Que Sera." His two hours on the air pass along at a comfortable and friendly pace and he even makes the commercials sound convincing with his Gallic charm. On Saturday night, Michel concentrates on jazz during the 11:35 to midnight segment. Here, too, Michel manipulates American and French product for maximum impact. Although the Statusdes wingers dominated the field on the Saturday show caught (10), his airing of a fresh French group called Le Double Six on Quincy Jones' "The Rat Race" gave France important representation with such LS. stalwarts as Bob Scobey, Ahmad Jamal and Anita O'Day. The French group, by the way, deserves a wider hearing here.

Ahmad Jamal and Anita O'Day. The French group, by the way, deserves a wider hearing here.

Michel, evidently, has caught on as far as WNEW is concerned. Station brought him in last February with an 11 p.m. to midnight slotting and five commercials to support him. Two months later his air-time was doubled and, says the station, his commercials increased more than five-fold.

It's a good showing but not surprising considering that his programming, "avec musique differente." as he says, makes listen-

gramming, "avec musique dif-ferente," as he says, makes listen-ing sense. Gros.

### **Top Political Foursome Booked** For 10 Hours of Cuffo TV Time; When Is a Debate Not a Debate?

The star acts of the 1960 political show, Kennedy & Johnson and Lodge, are already booked for a minimum of 10 hours of free television time, while other offers from the webs are

under study. Nets are eager to show the kind of public service job they can do for democracy in action during their temporary relief from the Sec. 315 chains. Politicians, torn between their desire for all the cuffo ty available and their fear of bad consequences from overexposure, are searching for the correct balance.

GOP candidate Richard M. Nixon is already three shows up on his Democratic rival, John F. Kennedy, but it'll all even out in the end. -

Best available information re-iterates this week the now well-known point that freewheeling de-bate has been virtually nullified by the candidates—with the net-works anything but happy about if. It is understood that Nixon and Connedic will tolk along prescribed it. It is understood that Nixon and Kennedy will talk along prescribed lines, with most of the time in both hours devoted to question & answer periods, Next to no time at all has been left in these two hours for lusty addibbing, which market the "Lincoln-Douglas Debates," used by CBS as a desirable prototype for televising the contest between the major 1960 candidates. ates. ( Nixon made his bow as

Nixon made his bow as a Presidential nominee on the Jack Paar show recently, and followed it with a session with NBC's "Meet the Press" Sunday (11) and CBS' new "Presidential Countdown" Monday (12). Kennedy has been invited to appear on all three said has accepted the last two. His office said he has not yet made a commitment for the Paar show. Here is what has already been skedded:

"Meet the Press" (NBC, 30 min.)—Nixon has had his turn; GOP Vice Presidential candidate Henry Cabot Lodge is set for

Sept. 18 from Washington; Democratic Vice Presidential candidate Lyndon B. Johnson appears Oct. 9 from Washington; Kennedy is on Oct. 16 from Cleveland. All will be live, with producer Lawrence Spivak in complete command of choosing the panel. On the Nixon panel were James Reston, N.Y. Times; Richard Wilson, Cowles publications; Herb Kaplow, NBC; and Spivak. On the Lodge panel will be Robert White, N.Y. Herald Tribune editor; Ernest Lindley, Newsweek mag; Pauline Frederick, NBC; and Spivak.

So-called "Great Debates" (all radio-tv networks, 60 mia.)—Nixon and Kennedge will make joint appearances on four different programs saturading the webs, two in the debate format with a book full of rules (plus some questioning at the end by broadcasting correspondents) and two will be houring news interviews. There will be no sponsorship. They will be held at different hours on different days of the week and are set for Sept. 26, Oct. 13 and Oct. 21. The fourth debate is still planned for Oct. 8, but that date is subject to change.

"Presidential Countdown" (CBS,

"Presidential Countdown" (CBS. "Presidential Countdown" (CBS, 30 mins.)—Walter Cronkite is handling the interview in this one, planned as "profiles," to draw out the "inside" of what the candithe "inside" of what the candidates are like and why. Nixon's show has been done on the Monday night (10:30 to 11 p.m., EDT) special sponsored by Westinghouse. Kennedy will appear Sept. 19, and the Vice Presidential candidates will be on at later dates, still not firm. The Nixon program was on video tape, made the night before, and Kennedy's may be handled the same way.

same way.

"The Campaign and the Candidates" (NBC, 60 mins.)—All of the "big four" will face the cameras individually with Chet Huntley and David Brinkley doing the interviewing, and Longines-Wittnauer picking up the tab as sponsor. The four dates involved for the Saturday night show are now being firmed, but the only one definitely slotted is Lodge on Sent. 24 being firmed, but the only one defi-nitely slotted is Lodge on Sept. 24. The opening program on Sept. 17 will be a campaign wrapup. Plans are for a 45-minute interview with 15 minutes of film clips, showing the candidates' homes, wives, etc. NBC will carry the special eight weeks, with four of the programs news coverage and analyses of the campaign. Lou Hazam is producing the four where the candidates will the rour where the candidates will be questioned, and Chet Hagan the other four. In addition, CBS' "Face the Na-tion" has invitations out to where the candidates

In addition, CBS' "Face the Nation" has invitations out to all four candidates to appear on that halfhour, nonsponsored show. The same net has dickers for Nixon and Kennedy on "Person to Person."

So far the candidates have not been offered or accepted any web appearance which would preempt a regularly scheduled program, except for the four "Great Debates."

Any politician understands the hazards of knocking a popular program off the air for a political speecf. Adlai Stevenson frequently tells about his major booboo of the 1952 campaign when he bought some Monday night time for a the 1952 campaign when he bought some Monday night time for a speech he considered to have considerable substance. But, according to Stevenson, he received a flood of telegrams, with all of their messages summed up in this short one: "I Love Lucy. Drop dead."

### Daytime: Looking and Listening

hoopla about quiz shows—and why didn't some of the dishonest win ners give back the money they admitted getting under false pre-tenses, especially those who were o noble about the whole affair?the shows did not die. Instead, they went to daytime television. To be sure, they are, for the most part, pretty much denatured and colorpretty much denatured and color-less and the prizes do not run into-hundreds of thousands, though oc-casionally a lucky winner may get an automobile, or even as much as \$1,000 in cash, on one right an-swer. Usually, the sums amount to a few hundred dollars, which isn't bad for a morning's honest en-deavor. And the loser usually gets a camera. I need a camera, my-self, so I may try to get on one of the shows, though before long, if you're seen with that particular brand, folks may well ask, "Tell me, book, what answer did you flunk?"

The two best daytime quiz shows The two best daytime duz shows have proved such a success that they've earned the right to appear once a week as nighttime shows, which does not interfere with their five-time-a-week daytime appearance.

ance.

The best of the lot is certainly
"The Price Is Right," on NBC-TV
at 11 o'clock. The other morning
I called an editor at his home, as
I'd been asked to do, and I felt
11 might be a good time to call—
he'd be sure to be awake, has had
breakfast, and wasn't ready for
lunch

lunch.
"He'll call you back," his wife
told me. "I don't dare disturb
him—he's watching 'The Price Is
Right." I'm careful, now, not to

no use interfering television watching.

television watching.

Bill Cullen is the m.c. on "The Price Is Right." an extremely extroverted young man, glib, glib, grinning and occasionally a bit too overcome by his own power. He scratched his head or other parts of his anatomy, proving, I suppose, how much at home he is in his chosen field. Occasionally, he's funny, occasionally annoying. I've noticed that, on nighttime television, on the weekly appearance of "The Price Is Right" and other programs on which he appears (he must be making hundreds of thousands a year) he is much more dignified and controlled. Perhaps he figures, and probably rightly, that this letting much more dignified and con-trolled. Perhaps he figures, and probably rightly, that this letting himself go is one of the reason's for the show's popularity. Don Pardo is the announcer, but he is merely a voice off stage.

The format of "The Price Is Right" is simple. Four contestants are chosen, the day before, three are chosen, the day before, three from the audience, one the winner of the day's contest. There are three woman and one man—and whoever picks them does a good job, for the women are easy to look at, and bright, and the man is adequate—usually married and with a wife in the audience. Usually, the contestants behave very well, though occasionally a woman winners throws her arms around the man contestant, to show her joy at getting a lawn mower or a trip to Bermuda.

The show opens with a short in-

The show opens with a short in-terview with each confestant. And an announcement, "The bid for merchandise goes to the highest (Continued on page 86)

CBS RADIO AFFILS TO HEAR STANTON

CBS prexy Frank Stanton will idress the Seventh Anual CBS

CBS prexy Frank Stanton will address the Seventh Anual CBS Radio Affiliates Assn. convention Sept. 28-29 at the Waldorf-Astoria, N.Y. He'll also preside over awarding of "Golden Mikes" to 30-year affiliates of the web.

Chief business of the sessions will be formal acceptance by the affiliates of the web's new modification Plan, which eliminates the afternoon soapers and some weekend drama, as well as increasing news. Affiliates have already received formal copies of plan and new contracts, so that ratification will merely be a formality.

**3**2

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ABC Daytime TV If you sell packaged goods to women, you should know these facts about how to reach the most women for every dollar you spend:

ABC DAYTIME TV now delivers over 2 million homes per average minute. 2,035,000 in fact (noon to 4 PM, Mon.—Fri.), according to the Nielsen average national audience figures of August, 1960.

THIS REPRESENTS A GROWTH OF 162% in number of homes and 113% in share of audience in less than two years. (We're measuring against the Nielsen average national audience report of October, 1958, the premiere of ABC-TV Daytime.)

AND WE'RE STILL GROWING! The program schedule that caused all this has been enlarged and improved, with an extra hour of daytime programming added.

That's enough talk about our growth. Now it's time to talk about yours, which may well be influenced by what you can make your advertising dollars do for you. A typical weekly investment of \$34,164 on ABC Daytime TV will get you over 23 million different TV homes in four weeks. Included are over 60% of America's young homes and over 60% of America's large families. This works out at an incredibly low cost-per-thousand—between \$.91 and \$1.20. Let your ABC-TV Salesman give you all the details. He's waiting for the chance. ABC TELEVISION NETWORK

### **Television Reviews**

any indication. "the man with a thousand faces" (and, apparently, a show, which began at 10 p.m., was thousand gimmicks and sound leffects should have several times theets should have several times and the other cartoon show emcees in the New York area. He doesn't depend on the wild antic and loud voice to attract attention. On the strength of this alone, he should be easily distinguished in the afternoon animated melee by even the dullest child in the market.

Seven works behind a counter on an unadorned set, and, with sly sotto-voicedgood humor, pops propsout of trap doors while working in a number of intriguing and well-timed sound effects. He wears abtered fedora (burlesque comedian style and a bulbous rubber nose that squawks when pinched.

Cartoons include the MGM packs age and Telefeatures' "Courageous Cat" and "Minute Mouse" (latter are new to the market).

Seven replaces Joe Bova, who last season played Broadway in "Once Upon a Mattress," and plans a return to legit.

Bill:

TV Followup Comment

U.S. Steel Hour

A light froit was ably played by Arlene Francis and Hans Conried last Wednesday (7) night on CBS-

Morris, as the vacuous, rich broth-er-in-law, did not have lines as er-in-law, did not have lines as rich as the principals. But he came through. An excellent tintype of the lawyer friend was furnished by Bernie West, Leon Janney as the general also offered some fun.

summer night, it was a nice, frothy outing.

### **Donehue's Film Biog**

for such talent to be given over to such mediocrity.

Donehue is among the group of young directors who gained their experience in television and thein segued into legit and motion pictures. He is now actively engaged in all three.

in all three.

If a number of his projects jell, he'll be continuously occupied for five years or more. In addition to the picture about Sen. Gore, he has been asked to direct "African Intrigue." based on "The Prussian Major." by Alfred Baston. The screenplay has been written by Edward Leahy and the project is being assembled by Frank E. Taylor, who is currently producing "The Misfits." Donehue is also being sought by 20th-Fox to direct "Tender Is the Night" and "John Brown's Body."

In the theatre, he is involved

Brown's Body."

In the theatre, he is involved with a new project that would star Mary Martin. Donehue was responsible for initiating Miss Martin's current Rodgers & Hammerstein hit, "The Sound of Music."

Two other plays are also on his agenda—"Listen to the Mocking Bird," by Robert Penn Warren and "Something. About a Soldier" by Ernest Kinoy.

### **Foreign TV Reviews**

ample of the "what's this to do with photography" puzzlement.

True enough, towards the fadeout Green announced the winners of "the snapshot competition" to bring the show back to that lensy thread, but without any explanation as to what the competition had been. Anyway, shrugging this aside, the program as indicated had enough verve to score pleasantly on its merits as a vaude.

Erni.

### Foreign TV Followups

Tonight

Returning to the fall schedule with format unchanged, BBC-TV's with format unchanged, BBC-TV's week- ightly newsmag program continues to offer amiably diverting early evening (6:50 p.m.) viewing. General policy is to provide followups to news items of the day, not always of the profoundest import but holding some modest element of controversy wherever possible.

Edition caught, for instance, had reporter John Morgan probing the proposal to see Gloucestershire beauty spot as a garbage dump. Derek Hart introducing a couple of characters arguing defense pol-

of characters arguing defense pol-

tive solo spot in the Venice sequence singing "Sixteen Tons."

There, by the way, was a good example of the "what's this to do with photography" puzzlement.

True enough, towards the fadeout Green announced the winners of "the snapshot competition" to bring the show back to that lensy.

Seldom less than interesting, and with likeable and competent personalities, the skein looks set for another successful season within the modest but thorough limits it sets itself.

Erni.

Panorama
Whenever the quality of British to disparaged "Panorama" is usually the first program to be thrown in the credit balance. This BBC-TV magazine survey of current events has made its name on a skillful blend of austere fact and trenchant interviewing and, of course, on the unruffled, slightly spinsterish solidity of its anchorman, Richard Dimbleby.

Returning from its summer siesta

spinsterish solidity of its anchorman, Richard Dimbleby.
Returning from its summer siesta with the same team intact, it was content to repeat last season's formula. If the impact was somewhat less forceful than usual, this was due to an error in subject matter. The Congo seemed a natural for an airing, and reporters Robin Day and Robert Kee had been sent to the Congo and to the United Nations to study the repercussions of U.N. Intervention. Day conveyed the immensity of the territory being policed, and the puny proportions of the military forge doing it. Kee chatted with a couple of Afro-Asian representatives at the U.N. explained how Security Council decisions are quickly implemented, and went off at a tangent to reveal that the growing number of colored nations getting places at the table was generally considered a good thing. But the program' coverage of the Congo seemed trivial: It had been overtaken by events, and it proved the peril of trying to summarize a running story when a newspaper cable can outpace film.

But "Panorama" was well up to the mark with its remaining item,

outrace film.

But "Panorama" was well up to the mark with its remaining item, a discussion on a newly-published war history which had riddled the legend of Montgomery at Alamein. Briskly quizzed by Ludovic Kennedy, the author and a rank General combined to suggest that a lot of Monty's success was due to previous planning, that he made at least one costly error, and that he didn't chase Rommel to complete route.

This made oungent viewing, and

plete route.

This made pungent viewing, and could have been improved only by the addition of a pro-Monty brasshat, or of Monty himself. Still, it marked the end of the Monty-can-do-no-wrong era, and a hero getting what might be his come-uppance made a compelling topic.

Producer Michael Peacock showed his considerable flair, particularly is assembling the essentially dull Congo film into something visual. And Dimbleby reassured while legends and States tottered; that is his great asset.



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### HAROLD BELL WRIGHT

has been translated into foreign languages and read all over the world. It is impossible to calculate the millions of copies of his books that have been sold. It is safe to say that more than fifty million dollars have been grossed in over the counter sales alone.

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### **Dinah-Jose Drama Keys Chevy**

then Janet Blair, who is going to Cross, Alan Handley, John Guedel, do five stanzas for Miss Shore and two men working out of the Far-Jaffe next season, will appear in a East, George Schlatter and Gordon "fantasy based on the "Arabian Wiles, and the aforementioned Nights." Incidentally, this program will mark the entry of director Guedel two, Handley six, Finkel Barry Shear into the realm of network production. He'll serve as producter-director of the stanza, a role arranged by the executive producer. Less incidentally—since it has been mentioned that Miss Blair ducer. Less incidentally—since it has been mentioned that Miss Blair is to do five programs—the Rogers-Evans team will do six, or, at least, appear prominently in six.

Bight of the 39 programs are already in cans. Jaffe explains, this is the outgrowth of grabbing destance are the six and the

#### History of Blues

History of Blues
Other Sunday events—not specials, it must be remembered—will include Miss Shore in a "History of Blues and Spirituals," a sports show or two, a musical version of Stephen Vincent Benet's "O'Halloran's Luck" and a "See the U.S.A." in miniature. It will be from Freedomland, the east Bronx's version of Disneyland.

For this particular all-around.

For this particular all-around, everywhere job Jaffe, a lawyer by profession, has had to become—as with high-ranking members of the Army—a master at logistics, which is seeing that everything is where it should be at the right time and in the proper amounts.

time and in the proper amounts.
Easiest part of Jasse's job, according to him, was getting an okay from the sponsor to depart so radically (and allow a few experiments last season from the standard music-variety format. Last January, after a bit of planning by Jasse and Miss Shore, the idea, or, preferably, the ideas, were presented to Chevy and its agency, Campbell-Ewald. Chevy said okay, and, Jasse adds, has let the producers do as they have pleased since.

since.

In all, there will be 39 events.
And, for this, Jaffe has tried to see to it that he has enough producers. An early list reveals he has Tony Charmoli, Bob Henry, Jack Donahue, Bob Finkel, Perry

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sired talent when the talent was available. Much of it, he points out, won't have the time to go before his NBC-TV cameras next season. Footage of talent from Tahiti, Australia, Philippines, Fiji, New Zealand, Hawaii, Hong Kong, Brazil, Spain, Portugal, Denmark and other places—some exotic, some not so exotic—is being shot and, in many instances, has already been shot by Jaffe's crews.

Jaffe says that one of the main reasons he has so many different producers working on his first new season of this-and-that is to allow each of them at least a month to develop a single houriong program.

While some of his teammates are packagers, just as he is, Jaffe be-lieves that they are working beau-tifully within the framework of Jaffe Enterprises on this particular video venture. During the new season, he assumes, the li Jaffe will be very event-ful.

### **Daytime Looking**

Continued from page 31 bidder that does not go over the

bidder that does not go over the price. The winner comes back—"
The first prize may be a built-in oven worth over \$900, or bedroom furniture at \$688. A trip worth over \$500 may be the second prize offered. This is followed by a fairly long, but not too dull commercial. The next prize could be clothing or a sofa. And this is usually followed by a bonus to the hucky winner—who may have to use her—or his—wits to get the full amount, say three pins, one of diamonds and gold, the other two costume jewelry, ranging in price from \$1,000 to \$35. Usually, the winner picks the least expensive pin! Another prize follows, frequently a 21' television set in black and white, though, for some unexplained reason, the show is in color.

——Always Those Promes

——Always Those Promos
The show has reached the half-way mark, so there is the usual station break, followed, as usual. by a couple of announcements of nighttime shows—usually westerns, and a commercial or two.

new ruling. Must have been that many viewers sent in hundreds of answers—the cost of postcards against a chance to win thousands. Every Friday, the winner is announced for the prizes of the week before. Only one thing seems unfair. If more than one person has guessed the exact amount; a runoff question—an estimate of one of the lesser prizes, is held and the winner takes all—and the others, who have guessed the exact amount of the showcase, get nothing. Shouldn't they get small-consolation prizes—or duplicate prizes? They guessed right, didn't, they? I'd feel awful if it happened to me—but I'm a poor guesser, alnew ruling. Must have been that tney: 10 feet awful it it happened to me-but Tm a poor guesser, al-ways. The fifth and last prize is the grand prize of the show—a fur coat or an automobile. And then comes the final summing up. The winner may have made as much as winner may have made as much as \$3.000 for one or two days of guess-ing. The show may not seem like much, to you—but this vicarious shopping is the highlight of day-time televisions quiz shows.

#### AFTRA & SAG

Continued from page 23;

under the recent agreement with SAG. the parts concerning com-

SAG, the parts concerning commercials and taped programming which can be syndicated) will be the business of both labor groups.

SAG, which alone lately concluded a new pact on film programs with the networks, is due to dicker a new pact in film commercials with the ad agencies. It wants AFTRA in on these talks.

AFTRA in on these talks.

For the first time, both unions will be able to strike simultaneously. This can tie up the production of all commercials, regardless of the system used to make them. Early last week, SAG prexy George Chandler, his exec secretary Jack Dales and legal chief Bill Berger flew east to meet with their AFTRA counterparts, Virginia Payne. Don Conaway and Morty Becker. The two unions, in formal agreement for the first time in history, then went together to the networks and, later to agencies and laid out the mechanics they seek.

### TV Chorus Call

Continued from page 23

lamy was agreeable to undertaking the role (a natural to plug the soon-opening "Sunrise at Campobello"), but an old-fashioned spon sor conflict ruled that out. He's set to play Jefferson on "Our Anierican Heritage" some three American Heritage some three days earlier on NBC-TV, but prob-lem is that he'll be sponsored then by the rival Equitable Life Assurance.

and a commercial or two.

The second half is much like the first—Bill Cullen full of good humor and wisecracks, and perhaps furniture worth around \$500, followed by another commercial. Then there's a showing, four times a week, of a "showcase" for home viewers. This may combine a mink coat or an automobile, a camera, china, clothes, and other tempting tidbits. Each viewer can send in only one answer—a fairly and the second commercial in the country. They'll use banner, placards, buttons, etc., from the collection itself as props.

DeWitt is also acting as a sort of unofficial consultant, providing colorful campaign anecdotes and correcting small inaccuracies.

correcting small inaccuracies.

Asked what happens if "Right Man" is an entertainment click and the next-day reviews suggest that perhaps the public affairs boys ought to take over the entertainment shows. Freed replied, "I hadn't thought about that. I just hope they don't start off their reviews saying that the public affairs guys ought to stick to public affairs."

### 'Play of Week'

Glove." Helen Hayes, Jean Dixon; William Saroyan's "My Heart's In the Highland," Eddie Hodges, Myron McCormick and Walter Matthau, with Kirk Browning, direct-

Also the two-partner, "The Ice-man Cometh," Lumet directing, starring Robards and Myron Mc-Cormick; "Waiting for Godot," Burgess Meredith, Zero-Mostel, Kurt Kaszner, Alvin Epstein, Alan Schneider, directing.

Conneider, directing.
Other properties set include "Rashomon," Robinson Jeffers' "Tower Beyond Tragedy," "Duet for Two Hands," an English meller by Mary Hayley Bell; "Mr. Johnston," the Norman Rosten adaptation of the movel of the same title; Kafka's "The Trial," Satre's "No Exit" and "He Who Gets Slapped," starring Julie Harris.

"Play of the Week" exec pro-ducer Miner says there will be at least one musical and he's hope-ful that either his staff or outside

Broadway producers might come through with some originals.

There will be at least 26 vidaped plays in the two-hour NTA format this season. Others might be added as the season goes along.

Miner tops a production crew headed by Lewis Friedman and Jack Kuney producers; Marc Mer-son, casting; Joe Liss, script edit-ing; and Ira Cirker, special proj-

For Miner—as he explains—it's a dream job. There are no taboos, no sponsor worries. The only limitations are what makes good theatre and good taste.

### **Hayes' Jingle Org**

Continued from page 25

used and whether regional

tional.

Hayes, who started as a kid singer (at 13 he was co-billed with Vic Damone on a local N.Y. Dromedary Dates radio show), founded the Registry in 1951, "whren the band business hit the rocks." The one-man operation, starting with "zero clients" now handles a list of 1,900 with a fulltime staff of 15. With "all my work done for me and nothing to do," Hayes took a flyer at the tv packaging business, found it too "ephemeral," and went on to found the jingle house with Garisto on the basis of their mutual musical backgrounds. tual musical backgrounds.

### **ABC-TV Daytime**

Continued from page 22 ;

continued from page 22

sold, after being half sold only three months ago. The 1:30-2 time is programmed by affiliates, but at 2 the network returns with "Day in Court" (soon to have an 11 a.m. version), which is 100% sold. At 2:30. "Road to Reality" is doing so-so with 70% of SRO. "Beat the clock" is 90% sold at 3 p.m.. At 3:30, "Who Do You Trust?" is 80% of SRO. of SRO

ABC-TV does not count the 4 to 5 p.m. "American Bandstand" as part of "Daybreak," since it is sold part of "Daybreak," since it is sold at a generally higher rate than the newer ABC-TV pre-dark shows. Yet it s 60% of SRO, and actually accounts for a higher dollar volume in the fourth quarter than it did a year ago, because of a recent rate increase to advertisers in this Dick Clark daily stanza. The 5-330 portion of "Bandstand" is up for co-op sale by stations. But from 5:30 to 6, which marks the end of daytime programming, ABC-TV does an action-cartoon strip which is about three-quarters of SRO.

### **British ATV**

Continued from page 27

ary. The topper records that in Canada the company has bought 25% of CJCH, the Halifax, Nova Scotia, rdio station which has been given the license for independent commercial to in the area.

Muzak is doing well in the U.K., says the report, having extended operations to Birmingham and exoperations to Birmingnam and expanding shortly to Manchester. Pyo Records, in which ATV has a 50% interest, is likewise flourishing. The British ITC.— Independent Television Co. Ltd.—continues to progress; apropos which, Littler declares that the "Danger Man" chain of viding produced at Metro skein of vidpix produced at Metro Studios, Eistree, has been sold over the full Canadian network at a price higher than that previously

price higher than that previously paid for any similar series.

Associated TeleVision operates Monday through Friday in the Midlands and in the London area week-ends. Gross profit for the year was \$15,087.324 before tax, compared with \$14.886.180 in the previous year, dividend being maintained at 50%. Total remuneration to the 11 directors; who include Val Parnell as emdee and Lew Grade as deputy emdee respectively, has gone up to \$529,000, and over \$700,000 goes to the staff under profit-sharing scheme. ..vel .00, and staff sch scheme

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the prestige
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where are your 60-second-commercials tonight?



38

### ARIETY-ARB SYNDICATION CHART

VARIETY's weekly tabulation based on ratings furnished by American Research Bureau, highlights the top ten network shows on a local level and offers a rating study in depth of the top ten syndicated shows in the same particular market. This week ten different markets are covered.

In the syndicated program listings of the top ten shows, rating data such as average share of audience, coupled with data as to time and day of telecasting competitive programming in the particular slot, etc., is furnished. Reason for detailing an

exact picture of the rating performance of syndicated shows is to reflect the true rating strength of particular series. Various branches of the industry, ranging from media buyers to local stations and/or advertisers to syndicators will find the charts calcuble.

Over the course of a year, ARB will tabulate a minimum of 247 markets. The results of that tabulation will be found weekly in Vaniers. Coupled with the rating performance of the top ten network shows on the local level, the VANIETS.ARB charts are designed to reflect the rating tastes of virtually every to market in the U.S.

(Continued from page 20)

### PORTLAND—MT. WASHINGTON

STATIONS: WCSH, WGAN, WMTW. SURVEY DATES: JUNE 1-7, 1960.

TOP TEN NETWORK SHOWS  K. PROGRAM—DAY—TIME STA	AV. RTG	TOP SYNDICATI RK. PROGRAM—DAY—TIME		STRIB. RTC		TOP COMPETITION STA.	AV. RTG.
I. Price Is Right (Wed. 8:30-9:00)WCS		1. Mike Hammer (Thurs. 10:30)			66.6	Revlon RevueWGAN	
2. Wagon Train (Wed. 7:30-8:30)	43.7	2. U. S. Marshall (Sat. 10:30)	.WGANNT	UA 21.1		Man From Interpol WCSH Walt Disney Presents WMTW	
I. I've Got A Secret (Wed. 9:30-10:00)WGA		4. Sea Hunt (Thurs. 7:00)				This Man DawsonWCSH	
5. Ernie Ford (Thurs. 9:30-10:00)	29.7	5. Death Valley Days (Sat. 7:00)	.WCSH U. S	S. Borax 16.8		Man Called XWGAN	
5. Ed Sullivan (Sun. 8:00-9:00)		6. Cannonball (Wed. 7:00)				Brave StallionWCSH The VikingsWCSH	
B. Perry Mason (Sat. 7:30-8:30)		8. Shotgun Slade (Fri. 7:00)	.WCSHMC	A 15.1		I Led 3 Lives WGAN	
Welk's Dancing Party (Sat. 9:00-10) WMT	V 25.7	9. Whirlybirds (Sun. 6:30)	.WCSH CBS	14.0	57.7	20th Century WGAN	5.8
). Rawhide (Fri. 7:30-8:30)	25.6	10. Brave Stallion (Wed. 7:00)	.wcshitc	12.9	36.9	Cannonball	16.4

### **PHOENIX**

STATIONS: WTVK, KPHO, KOOL, KVAR. SURVEY DATES: JUNE 1-7, 1960.

1. Garry Moore (Tues, 8:00-9:00)KOOL	35.9   1. The Vikings (Wed. 8:00)	19.2	36.0   This Is Your Life KVAR	15.3
2. What's My Line (Sun. 8:30-9:00)KOOL	35.1 2. San Francisco Beat (Sun. 9:00) KOOL CBS	17.9	45.1 The AlaskansKTVK	12.6
3. Untouchables (Thurs. 8:30-9:30) KTVK	32.5 3. Coronado 9 (Sat. 8:30)	16.6	37.4 Jubilee USAKTVK	10.6
4. Hawaiian Eye (Wed. 9:00-10:00)KTVK	31.8 4. Death Valley Days (Tues, 9:30)KPHOU. S. Borax	15.9	38.1 Sea Hunt	13.2
5. Gunsmoke (Sat. 8:00-8:30)	- 27.8 5. Jeff's Collie (Wed. 5:00)	15.2	53.5   Weather; News; News;	
6. Summer On Ice (Thurs. 7:30-8:30) KVAR	27.7		Huntley-Brinkley KVAR	8.0
7. 77 Sunset Strip (Fri. 8:00-9:00)KTVK	27.0 6. Meet McGraw (Wed. 10:00)	13.9	32.5 Weather; Jack Paar KVAR	16.6
8. Ed Sullivan (Sun. 6:00-7:00)	25.2 7. Rescue 8 (Mon. 9:00)	13.2	31.7 Adventures In Paradise KTVK	14.6
9. Dennis The Menace (Sun. 5:30-6:00)KOOL	24.9 7. Sea Hunt (Tues. 9:30)	13.2	31.7 Death Valley DaysKPHO	15.9
10. Alcoa Presents (Tues. 9:00-9:30)KTVK	23.8 8. Shotgun Slade (Sat. 7:00)	12.9	28.4 Welk's Dancing PartyKTVK	21.9
10. Lawman (Sun. 7:30-8:00)KTVK	23.8    9. Trackdown (Thurs. 9:30)	12.6	31.1 Take A Good LookKTVK	14.3

### **OMAHA**

STATIONS: KMTV, WOW, KETV. SURVEY DATES: JUNE 1-7, 1960.

1. Gunsmoke (Sat. 9:00-9:30) WOW 39.4 1. Shotgun Slade (Sat. 9:30) WOW MCA 20.9 45.5 Movie Masterpiece KET 2 Red Skelton (Tues 8:30-9:00) WOW 32.4 2. Death Valley Days (Wed. 9:30) KMTV U. S. Borax 18.9 34.6 U. S. Steel Hour WOV	
2. Red Skelton (Tues, 8:30-9:00) WOW 33.4 2. Death Valley Days (Wed, 9:30) KMTV U. S. Borax 18.9 34.6 U. S. Steel Hour WOI	20.5
D. Med Oktion (1003. 0.00-5.00) Mount of the control of the c	
3. Garry Moore (Tues 9:00-10:00) WOW 32.9 4. Whirlybirds (Sat. 9:00) WOW CBS 40.6 Movie Masterpiece KET 4. Danny Thomas (Mon. 8:00-8:30) WOW CBS 15.6 40.6 Movie Masterpiece KET 15.6 40.6 Movie Movie Masterpiece KET 15.6 40.6 Movie Movie Masterpiece KET 1	12.9
4. Danny Thomas (Mon. 8:00-8:30) WOW 32.8 5. Lock-Up (Wed. 9:00) KETV Ziv-UA 13.9 24.8 This Is Your Life KMT KMT XWW Ziv-UA 13.9 24.8 This Is Your Life KMT XWW	7 22.9
5. Father Anows Best (Mon. 7:30-5:00). WOW 30.8 6. Huckleberry Hound (Thurs. 5:30)KMTV Screen Gems 10.6 14.8 Early Show; 5:45 NewsKET	
1. Welk's Dancing Party (Sat. 6:00-5:00). ALIV 20.1   6 Think of the Print of the P	
	7 13.0
5. Summer on ice (Thurs. 8:30-9:30) KWIV 28.0   6. Person C. (Thurs. 8:30-9:30) KWIV 28.0   6. Person C. (Thurs. 8:30-9:30) KWIV	10.0
10. Ann Sothern (Mon. 8:30-9:00)	7 13.9
Huntley-Brinkley KM	13.9

### PORTLAND, ORE.

STATIONS: KOIN, KGW, KPTV. SURVEY DATES: JUNE 1-7, 1960.

				Sec. 15.
1. 77 Sunset Strip (Fri. 8:00-9:00) KPTV	34.5   1. Death Valley Days (Sat. 9:30)	32.5	37.2 Amateur BoxingKPTV	7.9
2. Wagon Train (Fri. 9:00-10:00)KGW	32.5 2. Rescue 8 (Thurs. 9:30)	25.2	57.1 Sid Caesar	9.6
3. Adven. in Paradise (Mon. 8:30-9:30) KPTV	31.3 3. Sea Hunt (Fri. 10:00)	22.2	48.3 Award TheatreKOIN	13.2
		21.6	37.4 U. S. Steel HourKOIN	23.2
4. Danny Thomas (Mon. 8:00-8:30)KOIN	30.2 5. Silent Service (Mon. 10:00) KPTV CNP	20.9	49.0 Phil Silvers KOIN	12.6
4. Summer On Ice (Thurs. 8:30-9:30)KGW	30.2   6. Shotgun Slade (Sat. 10:00)	19.6	54.8 State TrooperKGW	8.6
4. Gunsmoke (Sat. 9:00-9:30)	30.2 7. Tombstone Territory (Thurs. 10:00)KPTVMCA	13.2	39.9 Highway PatrolKOIN	<b>1</b> 0. <b>6</b>
5. Red Skelton (Tues. 8:30-9:00) KOIN	29.1 8. Not For Hire (Wed. 10:00)	12.9	37.2 Adventures Tomorrow KOIN	11.9
		12.9	69.1   Wed. Nite Fights;	:
5. Real McCoys (Thurs. 7:30-8:00)KPTV	29.1		Sports BylineKPTV	22.5
6. Garry Moore (Tues. 9:00-10:00)KOIN	28.7 9. San Fran. Beat (Tues. & Wed. 9:30)KPTVCBS	12.8	25.3 Garry MooreKOIN	27.8
7. Hawaiian Eye (Wed. 8:00-9:00)KPTV	27.2		U. S. Steel HourKOIN	23.5

#### **UN Specials**

Continued from page 23

status in electronic journalism, as the result of its convention

coverage.

NBC will do an hour introduction Sunday (18) between 5 and 6 p.m. Next day, Monday (19), the UN crew will cover Khrushchev's p.m.

In ourn nan-nour, annough the ingintime slot has not yet been loghted. And on Wednesday (Oct. 5), NBC will wrapup from 10 to 10:30 p.m.

Dallas—Parker R. Daggett has been named general manager of Additionally, web news depart.

atternoon will do a tape wrapup.
Four nighttime shows have been set: Tuesday (20), probably from 8:30 to 9, Thursday (22), definitely from 8:30 to 10, then there will be a fourth half-hour, although the nighttime slot has not yet been picked. And on Wednesday (Oct. 5), NBC will wrapup from 10 to 10:30 p.m.

day and between 4:30 and 5 that afternoon will do a tape wrapun.

Four nighttime shows have been set: Tuesday (20), probably from 8:30 to 9, Friday (22), definitely from 8:30 to 9, Friday (23), from 9:30 to 10, then there will be a fourth half-hour, although the nighttime slot has not yet been gram sales unit.

#### KNXT

Continued from page 27

than were previously available." he said, "and we will not only offer a more balanced structure in pro-gramming, but will probably be the number one station in public affairs programming.

In the latter field, Drew stated KNXT has almost doubled its pro-gramming hours for the fall and announced six new programs.

Programming changes were made, declared Drew, "because of the need to be more competitive, with news our chief concern." The station has added over three hours station has added over three hours of public affairs programming and has set a one-hour film for its 8 to 9 a.m. period, "with all films be-ing of the no-crime-or violence type," he declared.

type," he declared.

Monday through Friday will find six new syndicated film series hitting the KNXT channel airwave, kicking off with Monday's "Case of the Dangerous Robbin," Tuesday, "Assignment Underwater," Wednesday, "The Third Man," Thursday, "Lock Up," Friday. "Shotgun Slade" and "The Jim Backus Show" going on at 7:30 Tuesday.

Tuesday.

Initial change will begin Sept. 19.

Schenectady—Merv Griffin, emcee of NBC's "Dough-Re-Mi," will serve in a similar capacity for a 150-minute spectacular on WRGB-TV, Sept. 23, to mark the first anniversary of Schenectady's GTS ("Gear Up for Tomorrow" business-rehabilitation, job-producing program).

Richmond—In staff changes at WLEE here, David E. Lyman, formerly program director, has been merly program director, has been upped to director of program development. He'll be responsible for development of new shows, promotions and contests. New program director is Stewart Yarbro, who's be 'i a tele and radio announcer in Charleston and Huntington, W. Va.

### HOUSE FOR SALE

Wooded Mountainside Home

(22 mis, 6, Wash Br.) Se' thermosane, Magnif. Hed Riv view. Beaused dising A. Ily: oberty passeling; Respit wool we earpet. 4 herma; 2% bite; lanning ron wyasher, dryn; med et. trels kthn, wall ween, diskwr; jap passion pisyrm, interest of the committee of the

DIRECTOR OF PROGRAMMING, ASSISTANT for Major New York Ra-dio Station — Some writing experi-ence required — Good typist willing to work long heurs — Good starting salary — Major apportunity for right

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## where else could you get all these entertaining people together... except on the fresh, new HOUR show INTERESTANCE OF THE COUNS INTERESTANCE OF THE COUNTY INTERESTANCE OF THE CO

If we may name-drop for a moment ... our guest list is impressive. Just check the group assembled here (identified above, if a name should escape you). PLAYBOY'S PENTHOUSE relies on an old-fashioned, but always unbeatable factor: superb entertainment made by the show business people everybody is talking about from one coast to the other. Add to that an atmosphere of a sophisticated penthouse ... a witty host\* who projects a mood

of easy informality and graciousness... and you have a show that has great appeal for a vast audience. PLAYBOY'S PENTHOUSE is available now for syndication—26 one-hour shows. Arrange

for a screening now. This is the show to watch. "Hosted and produced by Hugh M. Hefner, Editor and Publisher of Playboy Magazine. OFFICIAL FILMS. INC.



### **TV-Radio Production Centres**

show Sunday (18) . Pye Group takes a Radio Luxembourg spot for its disks from midnight to 12:30 a.m. on Mondays . . Actor Peter Jones' first tv play, "The New Man," is transmitted by A-R tomorrow (Thurs.)

#### IN BOSTON . . .

WBZ-TV field sales coordinator Dan O'Shea promoted to account exec and Larry Feeney, field man for Texaco joined station taking over O'Shea's job . . Irv Lurvey, former night news desk mgr. UPI's Chicago bureau, joined WBZ-TV news staff as news editor . . . WNAC carrying entire sked Harvard U. football games for second consecutive year presented by Old Colony Trust starting Sept. 24 with Chris Clark on play-by-play and Pete Townley color . . . Bob Allen, account exec at WEEI past three years, joins sales staff WCBS, New York on Monday (19). Eugene (Red) F. Mitchell succeeds Allen on WEEI sales, with Richard A. Bailey taking for Mitchell . . Robert B. Cheyne, director sales promosh, WHDH-TV, hosted preview screening of "Expedition," sponsored by Ralston-Purina Co. for fall showing on Channel 5, with Fae Thomas, producer, at the studios followed by lunch fest at Jimmy's Harborside . . Marle Houlahan, WEEI press chief, hosted radio eds at the Parker House Monday (12) for kickoff of new three-hour program, "Listen." with Paul Benzaquin, ex-Boston Globe staffer, as host . . . WBZ-TW's "Starring the Editors" celebrating 10th ann! Sunday (11).

### IN SAN FRANCISCO . . .

IN SAN FRANCISCO.

The Chronicle Publishing Co., which owns and operates KRON-TV, Frisco, has applied to FCC for Channel 4 in Washington, D. C. Chronicle asked for a comparative hearing on its application. The Washington outlet, WRC-TV, is part of involved NBC juggle of channels and Chronicle application is interpreted in Frisco as part of elaborate "needling" of NBC. Chronicle and NBC are at odds over Frisco situation—NBC has applied to FCC to buy KTVU. Frisco-Oakland, which would mean KRON would lose NBC affiliation. Chronicle, in turn, has filed antitrust suit against NBC, KTVU and others involved in channel juggling, has asked FCC to nix switches, in effect ... KQED will hold its annual meeting at its Frisco studio next Monday (19)... William B. Peavey, ex.Blair-TV salesman, joined Young TV in Frisco office as West Coast manager—Young TV took on representation of KIEM, Eureka. Cal., KBES, Medford, Ore. and KOTI, Klamath Falls, Ore. .. KTVU sold out NTA's "Play of the Week" to three sponsors ... John H. Rawitzer, ex-KRAK, Sacramento, joined KCBS sales staff ... Dick Godfrey, Arthur's son, left KCBS sales to go to KXTV, Sacramento.

IN PHILADELPHIA

Maeey L. Schaffer, former promotion director for Tidewater Teleradio, Norfolk, Va., named director of advertising and promotion for WFIL AM-FM & TV. He succeeds Donn Winther who resigned.

Dick Covington, Baltimore radio man, has moved into post of production manager at WCAU . . Jerry Grove, acting news director for WIBG, officially appointed news director . . The entire 10-game football schedule for Villanova U. will be carried by WRCV. Vet sportscaster Tom Moorehead will do the play-by-play . . . Jim Woods, formerly at WIBG and WIP, has joined the array of progressive jazz announcers at WHAT-FM ... Mrs. Edward J. MacMullan, "ringmaster of the Philly social circus," back with her interview program on WRCV for the ninth consecutive year, with the same champagne bankroller . WPEN station manager Murray Arnold planing back and forth to WSAI, Cincinnati—also in the Sun Ray chain ... "Wonderful World

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#### 420 W. 46 ST.

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19th CENTURY CHARM
IN THE HEART OF MANHATAN
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See Supt. on Premises, or: NASSOIT-SULZBERGER & CO., INCORPORATED 175 W. 72 St., N. Y. TR 7-3300

### Station Reps

Continued from page 26 rep to the market to get the beat of the territory.

First customer for the division was music-and-news outlet WHDH in Boston. Music Makers created 19 spots ranging from five seconds to two minutes, eight seconds, using a tune supplied by WHDH's ad agency, Hoag & Provandie.

Briefs: Hour special for Ideal Toy starring Shari Lewis has been placed in 21 major markets (Grey agency) for airing Sept. 18 and 25, and Oct. 2. American Assn. of Advertising Agencies has issued two booklets on spot advertising, "Suggestions for the Advancement of National Spot Relevision advertising," and "Suggestions for the Advancement of National Spot Television Advertising"... Radio Advertising Bureau's annual regional management conferences start this week in Utica, Ill ... KYA, Bartell groups' San Francisco radio outlet, has signed with Broadcast Time Sales for national repping... James E. Muse, manager of Katz St. Louis office, will speak at the sales seminar on broadcasting at Missouri U.'s School of Journalism Sept. 23. Toy starring Shari Lewis has been

of Gene London" to be expanded to 45-minutes from its present quarter-hour daily session . Tom Rodgers and Charles Keller provide the commentary for the four special WFIL-TV programs covering the Philadelphia District 1960 Championship Tournament from the Bala Golf Club (11, 16-18). WRCV awarded the American Bar Association's "Silver Gavel" for its 18-week public service series "Law in Action". WIBG deejays Bill Wright, Bill Jones, Jerry Stevens and Dean Taylor have their own night at "Aqua Holiday," water spectacular at the Ice House, Haddonfield, N. J. (9-15).

#### IN PITTSBURGH

VARIETY

in New York Sept. 16.

#### IN MINNEAPOLIS

CBS correspondent Harry Reasoner, a native Minneapolitan, was in from New York with a camera crew that followed the Minnesota state police handling the Labor Day week-end traffic for the network's forthcoming "The Labor Day Massacre" show. Frank Buetel, WTCN-TV sportscaster, recuperating from surgery F. Van Konyenburg, general manager of the Midwest Radio-TV Corp. (CBS affiliated WCCO tv and radio), and Wayne Williams, who serves WLOL in same capacity, named members of Minneapolis Advertising club's ethics' 12-member committee which will draw up a code to serve as a guide in keeping local advertising within good taste's bounds. This is how the Advertising Federation of America's "Truth in Advertising" campaign will be handled here. The committee will function in place of the advertising panel proposed by AFA to administer local codes. Rollie Johnson, WCCO-TV sports director, flew to New York to cover the American baseball league owners meeting to discuss expansion. The Twin Cities hope to land one of the new franchises. WTCN-TV exclusively televised the Babe Ruth baseball league's national championship game at the St. Paul stadium.

### **Inside Stuff—Radio-TV**

W. Walter (Wally) Watts, just elected a member of the board of directors of the Radio Corp. of America, succeeding Dr. Charles B. Jolliffe. v.p. and technical director of RCA, who reached retirement age Dec. 1 last, is chairman of the board and president of the RCA.

Jolliffe. v.p. and technical director of RCA, who reached activementage Dec. 1 last, is chairman of the board and president of the RCA Sales Corp.

This is a recently set up, wholly owned subsidiary of the parent RCA and is in addition to Brigadier General Watts' post as RCA Group Executive Vice President. He joined the company in 1945 after wartime service as a Signal Corps colonel and has long experience in believe and practice. helping mould sales policy and practise.

"Twentieth Century" will do a two-parter called "Troubled Paradise," an evaluation of Sweden's welfare state society, using location crews in Sweden. Producer Bud Benjamin left for Stockholm to supervise yesterday (13); associate producer Ike Kleinerman's already been, to make arrangements and hire a crew. The crew he did hire is Ingemar Bergman's regular Swedish pic team.

First "Newsmaker" luncheon of the new season for the Radio & Television Executives Society takes place Wednesday (21) at the Hotel Roosevelt, with FCC Chairman Frederick W. Ford slated to be guest speaker. He'll be accompanied by the entire slate of FCC commission-

ers:
It'll be the official opening gun, as well, for CBS' Richard S. Salant,
who is the new RTES prexy.

Trustees of the National Academy of Television Arts & Sciences will meet on Sept. 24-25 n Scottsdale, Arizona. Execs from chapters in Los Angeles, New York, Baltimor, Chicago, Washington, D. C. and Seattle will meet to discuss the Emmy Awards structure and the televised presentation plus other Academy projects.

Academy has on tap a TV Library and Museum and an International Television Festival, and has formed the Academy Foundation for fellowship and scholarship programs and the new Public Information, Lecture and Service Bureau.

tion, Lecture and Service Bureau.

Plans for the 1961 Broadcast Engineering Conference will start taking shape Oct. 6 with the meeting of a National Assn. of Broadcasters committee in Washington. The national conference also takes place in D. C. next May 7-11 as part of NAB's annual convention. Virgil N. Duncan, chief engineer of WRAL-TV, Raleigh, N. C., is chairman of the planning committee.

#### WABC-TV's Sports Coin

WABC-IV'S Sports Coin
Hoffman Beverage again picked
up a portion of WABC-TV'S "High
School Sports" schedule, which
kicks off on Sept. 24 for some 30
consecutive weeks of football and
basketball in N.Y.
Deal was, set by Grey Advertising. Show, carried Saturdays before the big NCAA games on the
parent ABC-TV, is owned and produced by David Garth.

### 'Slot Meter' TV Spreads in Brit. (It's Not Feevee)

London, Sept. 13.

The success of "slot meter" television in the U.K. earns warm words from Sir Robert Renwick, chairman of British Relay Wireless and Television Ltd., in his review of the year ended April 30. System has nothing to do with pay tv, but enables hirers of receivers to divy up payments due via slot meters: company know as Slot Television Ltd., which originated the notion, is incorporated in Marathon Holdings and Investments (Glasgow) Ltd., which outfit was acquired by British Relay earlier this year.

acquired by British Relay earlier this year.

Sir Robert reports that slot meter has spread into many towns in Scotland and in England and Northern Ireland. "We have already begun to expand it further and to apply the method to the rental and relay services operated elsewhere by the group," the chairman declares.

Pay to in the Etobicoke sense does get a mention in the report, too. Covering British Relay's general services, Sir Robert refers to attempts to anticipate any future changes that may come about as a result of the Pilkington Committee's probe into the shape of radio and ty to come, talks of being able to offer "even greater advantages" to the public, and adds: 'This will be especially the case if subscription television is permitted."

British Relay, in which the comercials

British Relay, in which the com-mercial tv web Associated Tele-Vision Ltd. has a substantial stake, made a trading profit of \$6,929,000 made a trading proof of \$9,929,000 in the year, an increase of over \$2,800,000. Directors are recommending a final dividend of 7%, making 17% for the year against the equivalent of 1334% last year.

Fort Wayne-Olin Morris, native Fort Wayne—Olin Morris, native of South Carolina, who formerly worked for several radio and tv stations in Tennessee, has been named news director of WPTA-TV, Fort Wayne.



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OFFICES FOR RENT 57 ST., Cerner 7th AVE., New York HEADQUARTERS FOR TALENT Cheice, 11 fl., 3 exposures, 1,360 sq. ff., centrel eli cond., 5 lerge pvt. etcs., furnitura evaliable., rees, PL 7-6412

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## DISK BIZ NEEDS O'SEAS MARKET

### **Billy Rose Taking His Precedental** 'Old Gang'-Bourne Suit to Sup. Court

The Billy Rose suit against Bourne Music, challenging the original renewal assignment on the lodie, "That Old Gang of Mine," is heading for the U. S. Supreme Court for final decision. Rose, who has been joined in the suit by the song's other two writers, Ray Henderson and the estate of the late Mort Dixon, was set back recently in the U. S. Court of Appeals which ruled that the original assignment, was valid and that Rourne had full rights to the song the wake of a disclosure that Rourne had full rights to the song the wake of a disclosure that the wake of the number. Bourne had full rights to the song.

Bourne had full rights to the song. The suit is precedental insofans it's the first court test of the publisher-songwriter contracts that existed before the American Guild of Composers & Authors (originally Songwriters Protective Assn.) came into existence in the early 1930s. Most of the top songs written in the 1920s involved contracts that gave the publisher the first 28-year copyright term plus the renewal assignment. Under the AGAC basic contract now in force, the copyright automatically reverts back to the songwriter after the first copyright term.

Rose's challenge to the renewal

Rose's challenge to the renewal assignment is based on his claim that the original contract was faulty insofar as no adequate "confaulty insofar as no adequate "consideration" was given for the renewal. Rose, through his attorney Morris Shilensky, also is asking the Supreme Court to throw out the assignment on the grounds that the music business has changed since 1923, when "Gang" was written, so that the contract then did not "provide for the payment of any consideration with respect to other uses covered by the Copyright Act which were not in the contemplation of the parties when the agreement was made." That refers to film, television, electrical transcription uses and the like.

Could Have Wide Affect

### Could Have Wide Affect

Could Have Wide Affect
Rose is also asking the high
court to decide whether the Federal district court abused its power
and discretion in assessing against
Rose, et al, \$7,500 by way of attorneys' fees as a penalty under
the Copyright Act. Rose has been
earrying the fight at his own expense for the last; 10 years and a
favorable decision to him in this

(Continued on pare 42)

(Continued on page 42)

### **Jimmy Rule Named As** ASCAP Pub Affairs Head, Filling Cunningham's Slot

James Stirton (Jimmy) Rule, a composer and one-time vaudevillian, has been named the new director of public affairs for the American Society of Composers, Authors & Publishers. He fills the spot which was created for the late Paul Cunningham whose efforts for the Society with the Washington legislators was rewarded with a \$25,000-a-year executive slot.

\$25,000-a-year executive slot.

While Cunningham was heading up the Society's public affairs program, Rule was closely associated with him in various projects. Rule was instrumental in lining up talent for various shows around the country which the Society has been sponsoring as part of its goodwill activity. Cunningham was appointed to a one-year term early this spring and it's understood that Rule has been named to fill out this period.

period.
Rule, who joined ASCAP in 1944, has written such songs as "Goodbye, Sue," "She's Irish," "My Only Rose," "All Over Nothing At All" and "On My Way Out," among others.

### Top Rank In Mexico

Mexico City, Sept. 13.
RCA Victor Mexicana has made a deal to launch Top Rank Records here. First Rank disks will appear here this week.
Initial releases will include sides by Dorothy Collins, Marino Marini, Dennis Bell, The Black Dynamites, Dick Katz, Ted Taylor, Milton deLugg orch.

### After Switch of Firms

After Switch of firms

"Mr. Custer," the song saga currently climbing on the bestseller lists, has been transferred from Bamboo Music, a Broadcast Music Inc. firm, to Pattern Music, an ASCAP firm. Switch was made inthe wake of a disclosure that the three writers of the number, Joe Van Winkle, Fred Darian and Al Delory, were members of the American Society of Composers, Authors & Publishers although they had originally used pseudonyms for the BMI publication. The Bamboo and Pattern firms are affiliated Coast outfits.

With the transfer of the tune to

With the transfer of the tune to an ASCAP firm, an ASCAP exec said the Society had no choice but to license the number.

### Kidisks Head For \$50,000,000 **Annual Gross**

boom, the children's platter field is in for a boom year. That's the hope of Cy Leslie, president of Pickwick Sales Corp., merchandising arm Sales Corp., merch for Cricket Records,

Leslie believes that there always Leslie believes that there always has been a direct correlation between toy sales and the children's record sales and points to reports that first-half of the year toy shipments were 9% ahead of last year as an indication that kidisk sales will be on the rise, too. Toy sales racked up a \$1,600,000,000 last year.

year.

Two of the most important long-term factors in the sales growth of children's records and toys, according to Leslie, are the extension of credit to small retailers through bank charge-plan memberships as well as Diner's, American Express and International Credit plans, and the constantly growing number of outlets that sell both toys and children's records, thus insuring a heavy play from the moppet trade.

A third factor, according to Les-lie, is the upgrading of product in the children's field. More care is now being taken with the recorded product and the packaging. "Re-sult," he says, "is the complete ac-ceptance of the \$1.98 LP in a busi-ness that was dominated by 25c singles only a few years ago." As more companies come into the field, he adds, the resultant promo-tion, publicity and advertising is adding new dimension to the sales growth. A third factor, according to Les

grown.

The children's record take in
1959 was \$45,000,000. The previous
year kidisk sales accounted for
\$38,000,000, Leslie's prediction for
'60 is that it will pass the 60 is that it \$53,000,000 mark.

### Julie Stearns Builds Disk Talent Stable

Music publisher Julie Stearns isbuilding up his personal management stable. He made a master of two songs, "Notify the FBI" and "Sure As You're Born," with the Arena Twins, which he peddled to Columbia Records. Label also signed the group. The tunes are in Stearns' Lorob BMI Music firm. Stearns also firmed a management deal with singer Sal Raimondi who just cut two sides for Coral, one of which "Lovers," also in the Lorob firm. Stearns' also managing Junior Waters, Ethel Waters nephew, who recorded two new Lorob copyrights. "We Both Need Love" and "No Greater Miracle" for "ABC-Paramount last week.

### THIN MARGIN FOR U.S. SALES

Hollywood, Sept. 13.

Lloyd Dunn, Capitol Records v.p. and head of artists & repertoire, described the disk business as "one of profitless prosperity. The profit picture has shrunk enormously." The growth of the international market, however, has opened up a vast new revenue potential, he said.

Enlarging on his statement, Dunn declared, "singles and albums have become two distinct businesses. At the moment, the single disk business is chaotic; in the old days it had inherent, known quantities and was somewhat predictable. That situation has long since gone. In the albumfield, it must be run like a big business; coordinate and plan firmly ahead on a one-year merchandising, promotion and sales campaign. Each of the businesses, singles and albms, require specific types of executive control.

Additionally, Dunn pointed out that costs have increased at a fantastic rate, "One of our albums cost approximately \$7,500 to produce properly merchandise, the same album five years ago would not have exceeded \$3,500."

As a result of increaced costs and a lessening of the sales market there is now a glut of product of the sales market there is now a glut of product of the sales market there is now a glut of product of the sales market there is now a glut of product of the sales market there is now a glut of product of the sales market there is now a glut of product of the sales market there is now a glut of product of the sales market there is now a glut of product of the sales market there is now a glut of product of the sales market there is now a glut of product of the sales market there is now a glut of product of the sales market there is now a glut of product of the sales market there is now a glut of product of the sales market there is now a glut of product of the sales market there is now a glut of product of the sales market there is now a glut of product of the sales market there is now a glut of product of the sales market there is now a glut of product of the sales market there is now a glut of product of the sa

and a lessening of the sales mar-ket there is now a glut of prod-uct, contends Dunn. "This has forced major diskeries to cut back in total number of albums pro-duced and released. It also has forced some companies to make liberal guarantees and conces-ions."

Dunn believes that the 'life expectancy' of an album is shorter today. However, he exclaimed "the hit album of today outsells its predecessor in this category. The attrition today is very great, there are too many new things. The problem of the distributor and the dealer to absorb this vast amount of new product is tremendous."

Dunn made an interesting observation in regard to topflight artists, stating: "there is less 'raiding' going on today. Of course there is still some going on, but the majority of established diskeries (Continued on page 42). Dunn believes that the 'life ex-

### **Up Norman Adler** To Col Exec V.P.

Norman A. Adler has been upped to exec vicepresident at Columbia Records. Adler will be responsible for the diskery's entire marketing operation, including Col's sales staff and its wholly-owned branch dis-tribution organization, the Columbia Record Club, and Epic Records a subsid label. He'll also supervise the company's market research ac tivities.

Adler moves into this new spo from the diskery's record club where he's been veepee and general manager. He organized and launched the club operation in 1955 He joined Col in 1951 as general attorney.

The disk club, incidentally, now claims 1,250,000-plus member-

#### Colonel Satchmo

Albuquerque, Sept. 13. Albuquerque, Sept. 13.

He may be "Ambasador Satch" in other parts of the world, but in New Mexico, it's Colonel Lou's Armstrong. Armstrong, in Santa Fe last week for a concert date, was named an honorary colonel on the staff of Gov. John Burroughs during his visit during his visit.

Satch and his concert group pulled a crowd of 1,800 for the show, his only appearance in New Mexico on current tour. Show, which grossed about \$4,000, was booked by Al Licklider.

### Frank DeVol New Col A&R Topper; Miller to Focus on Prod. & Recording

### George Pincus to Set Up Brit. Publishing Co.

Brit. Publishing Co.
George Pincus, publishing head
of Gil Music and George Pincus &
Sons Music, left for Europe Sunday (11) to set up his London publishing arm, Gil-Pincus Ltd. From
London he goes to Germany to
wrap up the publishing tie with
Paul Siegel on the new Gil-PincusSiegel Music Verlag.
Accompanied by his attorney
Lawrence Greene, Pincus will also
look into the possibility of setting
up publishing deals in Paris, Berlin, Stockholm, Milan and Amsterdam.

### Hugo & Luigi, **Carlton Under** Payola Order

New York, and its top officers, Hugo Peretti and Luigi Creatore, Hugo Peretti and Luigi Creatore, have entered into a consent order with the Federal Trade Commis-sion forbidding any payments of payola in the future but without admitting any was disbursed in the

past.

A similar consent order was also signed by Carlton Record Corp. and Carlton Record Distributing Corp., both of New York, and three of the firms' officers, Joseph R. Carlton, Norman J. Walter and Don Genson, Hugo & Luigi and the Carlton companies had been charged with passing payola in FTC complaints.

Another company, Interestate

FTC complaints.

Another company, Interstate Electric Co., New Orleans distributor, denied FTC payola charges. Interstate said it "has participated in generally accepted and entirely proper promotions and advertising activities looking toward increased distribution and sale of Columbia phonograph records and other products. Such promotions ... were not intended to, nor did they ... mislead and deceive the public."

### Prep Ray Anthony TVer As Way to Plug Disks

Hollywood, Sept. 13.

Fred Rice, head of merchandising for Capitol Records, and Fred Benson, manager-partner of Ray Anthony, have formed a production unit for purpose of taping a series tagged "The Ray Anthony Show."

Show."
Show to be offered for syndication, will intro new records to the public and, of course, will feature Anthony and his two "Bookends," Diane Hall and Anita Ray. Anthony's current engagement is at Harrah's, Lake Tahoe.

#### MOA Board Set Meet To Plan Miami Conclave

Oakland, Sept. 13.
Board of directors of the Music Operators of America will meet in Miaml early in November, primarily to firm up plans for MOA's May 15-17 convention there. George Miller, prez of the coin machine organization, will preside.

### Roger Williams Tours

ists & repertoire director at Columbia Records. His appointment winds an interim period in which label's a&r producers reported to prexy Goddard Lieberson.

prexy Goddard Lieberson.

The indie producer setup was launched by Lieberson about a year ago when longtime overall pop a&r dose with the most mitch Miller was designated exec producer in the east and Iry Townsend was switched to the Coast as exec producer there. In the new setup Miller will continue as a Col recording artist plus his production chores. Miller says the new setup relieves him of a&r administrative duties and also give him a chance to develop his typrogram. He had a toprated "Sing Along" special on tv last season. As the department head, DeVol

Along" special on tv last season.

As the department head, DeVol will coordinate the administrative activities of the producers and other persons associated with the a&r operation. Stan Kavan, who's been heading the administrative details of the a&r division since the indie producer setup was started, will now report to DeVol. Meanwhile, the Coast a&r operation will function independently as a separate unit.

DeVol will also be available to

a separate unit.

DeVol will also be available to his a&r producers as an arranger. He joined Col in 1957 as musical director on the Coast and in the fall of '59 was switched to N.Y. as an a&r producer.

### Pitt Jazz Buffs Drop 20G In Fete Promotion: Doused By Fear of Riot

Pittsburgh, Sept. 13.
A group of jazz buffs, who formed a non-profit org to develop and promote the cause of jazz, lost a cool \$20,000 in Pittsburgh's first jazz festival here over the Labor Day weekend. Jazz Hori-zons Unlimited, the group's name, did everything right to put on a good show but it cost them money nonetheless.

Their first trouble came with the Civic Light Opera Association here who control the Melody Tent where the festival was held. Lawwhere the festival was held. Lawyers had to get involved before the
tent was leased and one of the
stipulations was that the word
"jazz" could not be used in the
promotion. They mentioned the
trouble at Newport and felt that
elimination of the word might discourage the "bad element."

courage the "bad element."

The ads all carried the word, "music," and no reference was made to the word, "jazz" except in the name of the org. The group soon found the 7 p.m. show wasn't selling at all and there was very little action on the 10:30 show. The publicity was good but it had to share any extensive press space with Labor Day activities, the county fair and the ever-present first place Pirates whose activities are now chronicled in the news section in addition to the sport pages.

pages.

Phil Brooks, dj at WKPA and president of the org, told VARIETY:
"We are beaten, bloody and brusied but we will be back next year."
The show grossed a little over \$13,000 for the three days.

### Jack Mills Attends Perf. Societies Meet

Jack Mills, Mills Music prexy, is currently attending the annual International Confederation of Performing Rights Societies which opened in Lucerne, Switzerland, Sunday (11). The conference will last for a week.

Roger Williams kicks off a 30-day, 16-city plano concert tour Sept. 28 in Tucson, Ariz.

Itinerary will include Phoenix, San Diego, Passadens, Santa Monica, Fresno, Frisco, Sacramento, Portland, Vancouver, Seattle, Missoula, Calgary, Boise, Pocatello and Salt Lake City.

### **TV-Radio Production Centres**

show Sunday (18) . . . Pye Group takes a Radio Luxembourg spot for its disks from midnight to 12:30 a.m. on Mondays . . . Actor Peter Jones' first tv play, "The New Man," is transmitted by A-R tomorrow

#### IN BOSTON . . .

WBZ-TV field sales coordinator Dan O'Shea promoted to account exec and Larry Feeney, field man for Texaco joined station taking over O'Shea's job . . Irv Lurvey, former night news desk mgr. UPI's Chicago bureau, joined WBZ-TV news staff as news editor . WNAC carrying entire sked Harvard U. football games for second consecutive year presented by Old Colony Trust starting Sept. 24 with Chris Clark on play-by-play and Pete Townley color . . Bob Allen, account exec at WEEI past three years, joins sales staff WCBS, New York on Monday (19) Eugene (Red) F. Mitchell succeeds Allen on WEEI sales, with Richard A. Bailey taking for Mitchell . . Robert B. Cheyne, director sales promosh, WHDH-TV, hosted preview screening of "Expedition," sponsored by Ralston-Purina Co. for fall showing on Channel 5, with Fae Thomas, producer, at the studios followed by lunch fest at Jimmy's Harborside . . Marie Houlahan, WEEI press chief, hosted radio eds at the Parker House Monday (12) for kickoff of new three-hour program, "Listen." with Paul Benzaquin, ex-Boston Globe staffer, as host . . . WBZ-TV's "Starring the Editors" celebrating 10th anni Sunday (11).

#### IN SAN FRANCISCO . . .

The Chronicle Publishing Co., which owns and operates KRON-TV, Frisco, has applied to FCC for Channel 4 in Washington, D. C. Chronicle asked for a comparative hearing on its application. The Washington outlet, WRC-TV, is part of involved NBC juggle of channels and Chronicle application is interpreted in Frisco as part of elaborate "needling" of NBC. Chronicle and NBC are at odds over Frisco situation—NBC has applied to FCC to buy KTVU. Frisco-Oakland, which would mean KRON would lose NBC affiliation. Chronicle, in turn, has filed antitrust suit against NBC, KTVU and others involved in channel juggling, has asked FCC to nix switches, in effect. ... KQED will hold its annual meeting at its Frisco studio next Monday (19)... William B. Peavey, ex-Blair-TV salesman, joined Young TV in Frisco office as West Coast manager—Young TV took on representation of KIEM, Eureka, Cal., KBES, Medford, Ore. and KOTI, Klamath Falls, Ore. .. KTVU sold out NTA's "Play of the Week" to three sponsors ... John H. Rawitzer, ex-KRAK, Sacramento, joined KCBS sales staff ... Dick Godfrey, Arthur's son, left KCBS sales to go to KXTV, Sacramento.

#### IN PHILADELPHIA

IN PHILADELPHIA

Macey L. Schaffer, former promotion director for Tidewater Telegradio, Norfolk, Va., named director of advertising and promotion for WFIL AM-FM & TV. He succeeds Donn Winther who resigned ... Dick Covington, Baltimore radio man, has moved into post of production manager at WCAU ... Jerry Grove, acting, news director for WIBG, officially appointed news director ... The entire 10-game football schedule for Villanova U. will be carried by WRCV. Vet sportscaster Tom Moorehead will do the play-by-play ... Jim Woods, formerly at WIBG and WIP, has joined the array of progressive jazz announcers at WHAT-FM ... Mrs. Edward J. MacMullan, 'ringmaster of the Philly social circus," back with her interview program on WRCV for the ninth consecutive year, with the same champagne bankroller ... WPEN station manager Murray Arnold planing back and forth to WSAI, Cincinnati—also in the Sun Ray chain ... "Wonderful World

#### FOR RENT **NEW AND UNUSUAL APARTMENTS** 428 W. 44 ST. NEW YORK

Next to "Actor's Studio" Charming 100 Year Old Pure Victorian Mansion Restored with Every Modern

Restored with Every Modern Improvement FULLY AIR-CONDITIONED Floor thru 3, plus Gorden—\$255 Tremendous 3, floor thru—\$235 Also Unique 1½'s Some with Skylites—from \$190 See Supt. at 420 W. 46 St., N. Y.

#### 420 W. 46 ST.

420 W. 46 St.

19th CENTURY CHARM
IN THE HEART OF MANHATTAN
RESTORED CARRIAGE HOUSES
Built around a flagstone court, woodburning freplaces, alr-cendifioned,
electric kitchens, closed circuit TV.
Mogafficent 4 Rooms
& Gerden lacluding
25x25 Skyline Studio
20 Foot Ceiling—S400.
Beoutiful 21/2—S165.

outiful 2½-\$16 Also 1½-\$145.

See Supt. on Premises, or: NASSOIT-SULZBERGER & CO., INCORPORATED TR 7-3300

## of Gene London" to be expanded to 45-minutes from its present quarter-hour daily session . . Tom Rodgers and Charles Keller provide the commentary for the four special WFIL-TV programs covering the Philadelphia District 1960 Championship Tournament from the Bala Golf Club (11, 16-18) . WRCV awarded the American Bar Association's "Silver Gavel" for its 18-week public service series "Law in Action" . WIBG deejays Bill Wright, Bill Jones, Jerry Stevens and Dean Taylor have their own night at "Aqua Holiday," water spectacular at the Ice House, Haddonfield, N. J. (9-15).

Mike Levine and Frank George of KDKA testified before the West Virginia Crime Commission on their findings last year. They turned over tapes that showed information was available to anyone that gambling was prevalent in Hancock County and condoned by public officials. Ira Apple, staff announcer at WAMP, is doing a new show called "Pittsburgh Profile." It deals with leading news stories in the city with depth treatment . Harold V. Cohen, drama editor of the Pittsburgh Post-Gazette Sun Telegraph and host for the double feature movie on KDKA-TV Sunday afternoon, is in Germany on the "Counterfeit Traitor" junket . Chuck Brinkman is a new dj at KQV. He comes from WHNC, New Haven . Bernard Berlmyer has joined WAMP as announcer . KDKA ill originate the Penn State games this year with 30 stations in the network. Gene Kelly and Tom Bender will handle the mikes . Harry Lockhart, vet announcer with WWSW, will undergo corrective heart surgery in Flowers Fifth Avenue Hospital in New York Sept. 16.

#### IN MINNEAPOLIS .

CBS correspondent Harry Reasoner, a native Minneapolitan, was in from New York with a camera crew that followed the Minnesota state police handling the Labor Day weekend traffic for the network's forthcoming "The Labor Day Massacre" show... Frank Buetel, WTCN-TV sportscaster, recuperating from surgery... F. Van Konyenburg, general manager of the Midwest Radio-TV Corp. (CBS affiliated WCCO ty and radio), and Wayne Williams, who serves WLOL in same capacity, named members of Minneapolis Advertising club's ethics' 12-member committee which will draw up a code to serve as a guide in keeping local advertising within good taste's bounds. This is how the Advertising Federation of America's "Truth in Advertising" campaign will be handled here. The committee will function in place of the advertising panel proposed by AFA to administer local codes... Rollie Johnson, WCCO-TV sports director, flew to New York to cover the American baseball league owners meeting to discuss expansion. The Twin Cities hope to land one of the new franchises... WTCN-TV exclusively televised the Babe Ruth baseball league's national championship game at the St. Paul stadium.

### **Inside Stuff—Radio-TV**

W. Walter (Wally) Watts, just elected a member of the board of directors of the Radio Corp. of America, succeeding Dr. Charles B. Jolliffe, v.p., and technical director of RCA, who reached retirement age Dec. 1, last, is chairman of the board and president of the RCA

age Dec. 1 last, is chairman of the poard and president of the parent Sales Corp.

This is a recently set up, wholly owned subsidiary of the parent RCA and is in addition to Brigadier General Watts post as RCA Group Executive Vice President, He joined the company in 1945 after wartime service as a Signal Corps colonel and has long experience in helping mould sales policy and practise.

"Twentieth Century" will do a two-parter called "Troubled Paradise," an evaluation of Sweden's welfare state society, using location crews in Sweden, Producer Bud Benjamin left for Stockholm to supervise yesterday (13); associate producer Ike Kleinerman's already been, to make arrangements and hire a crew. The crew he did hire is Ingemar Bergman's regular Swedish pic team.

First "Newsmaker" luncheon of the new season for the Radio & Television Executives Society takes place Wednesday (21) at the Hotel Roosevelt, with FCC Chairman Frederick W. Ford slated to be guest speaker. He'll be accompanied by the entire slate of FCC commission-

ers.

It'll be the official opening gun, as well, for CBS' Richard S. Salant, who is the new RTES prexy.

Trustees of the National Academy of Television Arts & Sciences will meet on Sept. 24-25 n Scottsdale, Arizona, Execs from chapters in Los Angeles, New York, Baltimore, Chicago, Washington, D. C. and Seattle will meet to discuss the Emmy Awards structure and the televised presentation plus other Academy projects.

Academy has on tap a TV Library and Museum and an International Television Festival, and has formed the Academy Foundation for fellowship and scholarship programs and the new Public Information, Lecture and Service Bureau.

Plans for the 1961 Broadcast Engineering Conference will start taking shape Oct. 6 with the meeting of a National Assn. of Broadcasters committee in Washington. The national conference also takes place in D. C. next May 7-11 as part of NAB's annual convention. Virgil N. Duncan, chief engineer of WRAL-TV, Raleigh, N. C., is chairman of the planning committee.

#### WABC-TV's Sports Coin

WABC-1V s Sports Coin.

Hoffman Beverage again pleked up a portion of WABC-TV's 'High School Sports' schedule, which kicks off on Sept. 24 for some 30 consecutive weeks of football and basketball in N.Y.
Deal was set by Grey Advertising. Show, carried Saturdays before the big NCAA games on the parent ABC-TV, is owned and produced by David Garth.

agency) for airing Sept. 18 and 24, and Oct. 2. American Assn. of Advertising Agencies has issued two booklets on spot advertising, "Stiggestions for the Advancement of National Spot Radio Advertising," and "Suggestions for the Advancement of National Spot Television Advertising's . . . Radio Advertising Bureau's annual regional management conferences start this week in Utica, Ill . . KYA, Bartell groups' San Francisco radio outlet, has signed with Broadcast Time Sales for national repping . . . James E. Muse, manager of Katz St. Louis office, will speak at the sales seminar on broadcasting at Missouri U.'s School of Journalism Sept. 23.

### 'Slot Meter' TV Spreads in Brit. (It's Not Feevee)

London, Sept. 13.

The success of "slot meter" television in the U.K. earns warm words from Sir Robert Renwick, chairman of British Relay Wireless and Television Ltd., in his review of the year ended April 30. System has nothing to do with pay ty, but enables hirers of receivers to divvy up payments due via slot meters: company known as Slot Television Ltd. which originated the notion, is incorporated in Marmeters: company known as Slot Television Ltd. which originated the notion, is incorporated in Mar-athon Holdings and Investments (Glasgow) Ltd., which outfit was acquired by British Relay earlier this year.

Sir Robert reports that slot me-ter has spread into many towns in Scotland and in England and Northern Ireland. "We have alnormern ireiand. We have already begun to expand it further and to apply the method to the rental and relay services operated elsewhere, by the group," the chairman declares.

chairman declares.

Pay tv in the Etobicoke sense does get a mention in the report, too. Covering British Relay's general services, Sir Robert refers to attempts to anticipate any future changes that may come about as result of the Pilkington Committee's probe into the shape of radio and tv to come, talks of being able to offer "even greater advantages" to the public, and adds: "This will be especially the case if subscription television is permitted."

British Relay, in which the com-

British Relay, in which the commercial to web Associated Television Ltd. has a substantial stake, made a trading profit of \$6,929,000 in the year, an increase of over \$2,800,000. Directors are recommending a final dividend of 7%, making 17% for the year, against the equivalent of 131/3% last year.

Fort Wayne-Olin Morris, native of South Carolina, who formerly worked for several radio and tv stations in Tennessee, has been named news director of WPTA-TV,



EMMETT KELLY Mgt.: LEONARD GREEN 306 E. 51st St., New York PL 2-1744

OFFICES FOR RENT 57 ST., Corner 7th AVE., New York HEADQUARTERS FOR TALENT Cheice, 11 ff., 8 exposures, 1,000 sq. ff., contral air cond., 5 large pvt. efcs., furniture available, reas, PL 7-6612

### "MANHUNT" SNARES BIGGEST AUDIENCE SHARES!

Station Reps

Continued from page 26 rep to the market to get the beat

First customer for the division was music-and-news outlet WHDH

in Boston, Music Makers created

19 spots ranging from five seconds

to two minutes, eight seconds, us-

ing a tune supplied by WHDH's

ad agency, Hoag & Provandie. Briefs: Hour special for Ideal Toy starring Shari Lewis has been placed in 21 major markets (Grey agency) for airing Sept. 18 and 25, and Oct. 2. American Assn. of Ad-

of the territory.

DAYTON, 84.1 ... MILWAUKEE, 44.8 ... LANSING, 50.5 . PITTS, **55.4** 

For Further Details Contact



711 Fifth Avenue, New York 22 PL 1-4432
CHICAGO HOUSTON HOLLYWOOD

Source: ARB, JUNE 1960

TORONTO

### TV PILOT FILMS WANTED

If you have a 1/2 hour TV pilot film (drame, comedy, western, detective, etc.) which has never been proviously telecost and if you are interested in selling rights for a single etwork telecast of this pilot, while retaining future sale rights, please contact:

W. N. Lamphier, 90 John St., New York 38, N. Y. WOrth 4-1200

NEW YORK

DETROIT

ATLANTA

## DISK BIZ NEEDS O'SEAS MARKET

### Billy Rose Taking His Precedental 'Old Gang'-Bourne Suit to Sup. Court

The Billy Rose suit against Bourne Music, challenging the original renewal assignment on the oldie. "That Old Gang of Mine," is heading for the U. S. Supreme Court for final decision. Rose, who has been joined in the suit by the song's other two writers, Ray Henderson and the estate of the late Mort Dixon, was set back recently in the U. S. Court of Appeals which ruled that the original assignment was valid and that Bourne had full rights to the song.

The suit is precedental insofar Van Winkle, Fred Darian and

The suit is precedental insofar as it's the first court test of the publisher-songwriter contracts that existed before the American Guild existed before the American Guild of Composers & Authors (originally Songwriters Protective Assn.) came into existence in the early 1930s. Most of the top songs written in the 1920s involved contracts that gave the publisher the first 28-year copyright term plus the renewal assignment. Under the AGAC basic contract now in force, the copyright automatically reverts back to the songwriter after the first copyright term.

Booe's challenge to the renewal

back to the songwriter after the first copyright term.

Rose's challenge to the renewal assignment is based on his claim that the original contract was faulty insofar as no adequate "consideration" was given for the renewal. Rose, through his attorney Morris Shilensky, also is asking the Supreme Court to throw out the assignment on the grounds that the music business, has changed since 1923, when "Gang" was written, so that the contract then did not "provide for the payment of any consideration with respect to other uses covered by the Copyright Act which were not in the contemplation of the parties when the agreement was made." That refers to film, television, electrical transcription uses and the like.

Could Have Wide Affect

Could Have Wide Affect

Rose is also asking the high court to decide whether the Federal district court abused its power and discretion in assessing against Rose, et al. \$7,500 by way of attorneys' fees as a penalty under the Copyright Act. Rose has been carrying the fight at his own expense for the last 10 years and a favorable decision to him in this Continued on pare 42).

(Continued on page 42)

### Jimmy Rule Named As ASCAP Pub Affairs Head, Filling Cunningham's Slot

Filling Cunningham's Slot
James Stirton (Jimmy) Rule, a
composer and one-time vaudevillian, has been named the new director of public affairs for the
American Society of Composers,
Authors & Publishers. He fills the
spot which was created for the late
Paul Cunningham whose efforts for
the Society with the Washington
legislators was rewarded with a
\$25,000-a-year executive slot.

While Cunningham was heading
up the Society's public affairs program, Rule was closely associated
with him in various projects. Rule
was instrumental in lining up talent
for various shows around the country which the Society has been
sponsoring as part of its goodwill
activity. Cunningham was appoint
ed to a one-year term early this
spring and it's understood that Rule
has been named to fill out this
period.

Rule, who joined ASCAP in

Rule, who joined ASCAP in 1944, has written such songs as "Goodbye, Sue." "She's Irish," "My Only Rose," "All Over Nothing At. All" and "On My Way Out," among others.

### Top Rank In Mexico

Mexico City, Sept. 13.
RCA Victor Mexicana has made
a deal to launch Top Rank Records
here. First Rank disks will appear

here this week.
Intital releases will include sides
by Dorothy Collins, Marino Marini, Dennis Bell, The Black Dynamites, Dick Katz, Ted Taylor, Milton deLugg orch.

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A third factor, according to Les-lie, is the upgrading of product in the children's field. More care is now being taken with the recorded product and the packaging. "Re-sult," he says, "is the complete ac-ceptance of the \$1.98 LP in a busi-ness that was dominated by 25c singles only a few years ago." As more companies come into the field, he adds, the resultant promo-tion, publicity and advertising is adding new dimension to the sales growth. A third factor, according to Les

The children's record take in 1959 was \$45,000,000. The previous year kidisk sales, accounted for \$38,000,000. Leslie's prediction for 60 is that it will pass the \$53,000,000 mark.

### Julie Stearns Builds Disk Talent Stable

Music publisher Julie Stearns is building up his personal management stable. He made a master of two songs, "Notify the FBI" and "Sure As You're Born," with the Arena Twins, which he peddled to Columbia Records. Label also signed the group. The tunes are in Stearns' Lorob BMI Music firm. Stearns also firmed a management deal with singer Sal Ralmondi who just cut two sides for Coral, one of which is "Lovers," also in the Lorob firm. Stearns also managing Junior Waters, Ethel Waters nephew, who recorded two new Lorob copyrights. "We Both Need Love" and "No Greater Miracle" for ABC-Paramount last week.

### THIN MARGIN FOR U.S. SALES

Hollywood, Sept. 13.
Lloyd Dunn, Capitol Records v.p. and head of artists & repertoire, described the disk business as "one of profitless prosperity. The profit picture has shrunk enormously." The growth of the international market, however, has proposed we was the proposed we have revenue no

nemornowsly." The growth of the international market, however, has opened up a vast new revenue potential, he said.

Enlarging on his statement, Dunn declared, "singles and albums have become two distinct businesses. At the moment, the single disk business is chaotic; in the old days it had inherent, known quantities and was somewhat predictable. That situation has long since gone. In the album field, it must be run like a big business; coordinate and plan firmly ahead on a one-year merchandising, promotion and sales campaign. Each of the businesses, singles and albms, require specific types of exécutive control.

Additionally, Dunn pointed out that costs have increased at a fantastic rate. "One of our albums cost approximately \$7,500 to produce properly merchandise, the same album five years ago would not have exceeded \$3,500."

As a result of increaced costs and a lessening of the sales market there is now a glut of produce, contends Dunn. "This has forced and released. It also has forced some companies to make liberal guarantees and concessions."

Dunn believes that the life ex-Dunn believes that the 'life expectancy' of an album is shorter today. However, he exclaimed "the hit album of today outsells its predecessor in this category. The attrition today is very great, there are too many new things. The problem of the distributor and the dealer to absorb this vast amount of new product is tremendous."

Dunn made an interesting observation in regard to topflight artists, stating: "there is less 'raiding' going on today. Of course there is still some going on, but the majority of established diskeries (Continued on page 42)

### **Up Norman Adler** To Col Exec V.P.

Norman A. Adler has been upped to exec vicepresident at Columbia Records. Adler will be responsible for the diskery's entire marketing operation, including Col's sales staff and its wholly-owned branch distribution organization, the Columbia Record Club, and Epic Records a subsid label. He'll also supervise the company's market research ac tivities.

Adler moves into this new spot from the diskery's record club where he's been veepee and general manager. He organized and launched the club operation in 1955 He joined Col in 1951 as general attorney.

The disk club, incidentally, now claims a 1,250,000-plus member

### Frank DeVol New Col A&R Topper; Miller to Focus on Prod. & Recording

### George Pincus to Set Up Brit. Publishing Co.

George Pincus, publishing head of Gil Music and George Pincus & Sons Music, left for Europe Sunday (11) to set up his London publishing arm, Gil-Pincus Ltd. From London he goes to Germany to wrap up the publishing tie with Paul Siegel on the new Gil-Pincus-Siegel Music Verlag.

Accompanied by his attorney Lawrence Greene, Pincus will also look into the possibility of setting up publishing deals in Paris, Ber-lin, Stockholm, Milan and Amster-

### Hugo & Luigi, **Carlton Under** Payola Order

Hugo & Luigi Products Inc., of New York, and its top officers, Hugo Peretti and Luigi Creatore, have entered into a consent order with the Federal Trade Commission forbidding any payments of payola in the future but without admitting any was disbursed in the past.

past.

A similar consent order was also signed by Carlton Record Corp. and Carlton Record Distributing Corp., both of New York, and three of the firms' officers, Joseph R. Carlton, Norman J. Walter and Don Genson. Hugo & Luigi and the Carlton companies had been charged with passing payola in FTC complaints.

Another company. Interstate

FTC complaints.

Another company, Interstate Electric Co., New Orleans distributor, denied FTC payola charges. Interstate said it "has participated in generally accepted and entirely proper promotions and advertising activities looking toward increased distribution and sale of Columbia phonograph records and other products. Such promotions ... were not intended to, nor did they ... mislead and deceive the public."

### Prep Ray Anthony TVer As Way to Plug Disks

Hollywood, Sept. 13.

Fred Rice, head of merchandising for Capitol Records, and Fred Benson, manager-partner of Ray Anthony, have formed a production unit for purpose of taping a series tagged "The Ray Anthony Show."

Show, to be offered for syndica-tion, will intro new records to the public and, of course, will feature Anthony and his two "Bookends," Diane Hall and Anita Ray. An-thony's current engagement is at Harrah's, Lake Tahoe.

#### MOA Board Set Meet To Plan Miami Conclave

Oakland, Sept. 13.
Board of directors of the Music Operators of America will meet in Miami early in November, primarily to firm up plans for MOA's May 15-17 convention there. George Miller, prez of the coin machine organization, will preside.

### Roger Williams Tours

ists & repertoire director at Columbia Records. His appointment winds up an interim period in which label's a&r producers reported to prexy Goddard Lieberson.

prexy Goddard Lieberson.

The indie producer setup was launched by Lieberson about a year ago when longtime overall pop a&r boss Mitch Miller was designated exec producer in the east and Irv Townsend was switched to the Coast as exec producer there. In the new setup Miller will continue as a Col recording artist plus his production chores. Miller says the new setup relieves him of a&r administrative duties and also give him a chance to develop his ty program. He had a toprated "Sing Along" special on tv last sesson. As the department head, DeVol

As the department head, DeVol As the department head, DeVol will coordinate the administrative activities of the producers and other persons associated with the a&r operation. Stan Kavan, who's been heading the administrative details of the a&r division since the Indie producer setup was started, will now report to DeVol. Meanwhile, the Coast a&r operation will function independently as a separate unit.

DeVol will also be available to

DeVol will also be available to his a&r producers as an arranger. He joined Col in 1957 as musical director on the Coast and in the fall of '59 was switched to N.Y. as an a&r producer.

### Pitt Jazz Buffs Drop' 20G In Fete Promotion: Doused By Fear of Riot

Pittsburgh, Sept. 13.
A group of jazz buffs, who formed a non-profit org to develop and promote the cause of jazz, lost a cool \$20,000 in Pittsburgh's first jazz festival here over the Labor Day weekend. Jazz Hori-zons Unlimited, the group's name, did everything right to put on a good show but it cost them money propublisher.

nonetheless.

Their first trouble came with the Civic Light Opera Association here who control the Melody Tent where the festival was held. Lawyers had to get involved before the tent was leased and one of the stipulations was that the word "jazz" could not be used in the promotion. They mentioned the trouble at Newport and felt that elimination of the word might discourage the "bad element."

The ads all carried the word.

courage the "bad element."

The ads all carried the word, "music," and no reference was made to the word "jazz" except in the fiame of the org. The group soon found the 7 p.m. show wasn't selling at all and there was very little, action on the 10:30 show. The publicity was good but it had to share any extensive press space with Labor Day activities, the county fair and the ever-present first place Pirates whose activities are now chronicled in the news section in addition to the sport pages.

Phil Brooks, dj at WKPA and president of the org, told VARETY:
"We are beaten, bloody and brusied but we will be back next year."
The show grossed a little over \$13,000 for the three days.

### Jack Mills Attends Perf. Societies Meet

Jack Mills, Mills Music prexy, is currently attending the annual International Confederation of Performing Rights Societies which opened in Lucerne, Switzerland, Sunday (11). The conference will last for a week.

Roger Williams I ours
Hollywood, Sept. 13.
Roger Williams kicks off a 30day, 16-city piano concert tour
Sept. 28 in Tucson, Ariz.
Itinerary will include Phoenix,
San Diego, Pasadena, Santa Monica, Fresno, Frisco, Sacramento,
Portland, Vancouver, Seattle, Missoula, Calgary, Boise, Pocatello and
Salt Lake City.

Performing Rights Societies winch opened in Lucerne, Switzerland, Undorselved in Lucerne, Switzerland, 128-diverselved in Lucerne, Sw

### Jocks, Jukes and Disks By HERM SCHOENFELD

Garry Miles (Liberty): "DREAM (FING ABOUT YOU" (Fairway!) GIRL" (Asa-Ridge\*) is a pretty teen-angled ballad which this youngster handles in very appealing style to continue his standing in the pop bestseller lists. "WISH-ING WELL" (Cedarwoodt) is another slice due for heavy play.

Frankie Lymon (Roulette): "BUZZ BUZZ" (Cash'), a bright rhythm tune with a good lyric which this singer projects brightly. "THE ONLY LOVE" (Tidelandf) is a bright rhythm tune with a good lyric, gets one of this youngster's top performances for strong returns on all levels. "WAITIN' IN showcase to this big-toned singer

### Best Bets

ALL ANKA

(ABC-Paramount)

Paul Anka's "Summer's Gone" (Spanka†) is a seasonal entry with a beat which this youngster belts for surefire commercial impact.

I'd Have to Share" (Spanka†) is a neat rhythm idea. PAUL ANKA ....

...... I WANT TO BE WANTED BRENDA LEË

(Decca)

Just A Little

Brenda Lee's "I Want to be Wanted" (Leeds\*) is a potent ballad
delivered straight at the teenage market by this young songstress.

"Inst a Little" (Cham ion's is a cute uptempo slice also due for

JANE MORGAN ..... LORD AND MASTER

(Kapp)

Jane Morgan's "Lord and Master" (J. Stearns\*) is a standout rhythm number projected in highly attractive teenage style by this classy songstress. "Where's the Boy" (Pincus & Sons\*) is a neat ballad also due for wide spins.

... A WILD IMAGINATION 

THE KINGSTON TRIO THIS MORNIN', THIS EVENIN', SO SOON

BILLY VAUGHN ...... THE SUNDOWNERS

(Dot). Old Cape Cod
Billy Vaughn's "The Sundowners" (Witmark\*), the pic title
theme, turns up in a superlative instrumenta' slice that'll h ve
the inside track on the race for this number. "Old Cape Cod"
(Pincus & Sons\*1 is a nifty workover of the hit of a few seasons

... I NEED YOU

(Mercury) I Wish I'd Never Been Born Patti Page's "I Need You" (Sigma") gives this songstress another highly pleasing ballad to continue her consistent pace in the disk sweepstakes. "I Wish I'd Never Been Born" (Aldon\*) is a nifty multiple track ballad side.

THE COASTERS ..... .. SHOPPIN' FOR CLOTHES

(Atco) The Snake and The Book Worm
The Coasters' 'Shoppin' for Clothes' Progressive') is a hip,
amusing side tailormade for this combo's click approach to rocking material. "The Snake and the Book Worm" (Rumbalero-Progressive') is sharp teenage material.

THE CASHMERES SATISFIED

SCHOOL" (Reevet) is another driving slice.

Stan Freberg (Capitol): "COMStan Freberg (Capitol): "COMMENTS FOR OUR TIME—PARTS
1 & 2" (Freberg\*) is another fresh lover, Joe Hunter (Goldisc): IT'S
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1 & 2" (Freberg\*) is another fresh lover, Joe Hunter (Goldisc): IT'S
1 & 2" (Freberg\*) is more
1 & 2" (Freberg\*) is m SCHOOL" (Reever) is another driving slice.

Stan Freberg (Capitol): "COMMENTS FOR OUR TIME—PARTS
1 & 2" (Freberg\*) is another fresh package of observations by Stan Freberg who ranges over the whole field, with a series of brief dialogs. The points are made with staccator in the standard of the stand

SCHOOL" (Reevet) is another with a modern feel, "OH I NEVER driving slice. KNEW" (Teresat) is more



Lawrence Welk "Special"

"Great Dance Bands on Parade" A Tribute to America's Great Bands From 1930-50!

Bernstein\*) is a smoothly swinging entry for good dancing. Craig Alden (Jamie): "GOGGLE-

Craig Alden (Jamle): "GOGGLE-EYED". (Shapiro-Bernsteins) is cute rhythm ballad with a lyric that the juves will go for. "CRAZY LITTLE HORN" (S-B\*) is another-good teen-angled item nicely good ted delivered.

\*ASCAP. †BMI.

### Rose Vs. Bourne

Continued from page:41 case could involve the renewal as-

signments to hundreds of top standards written during the 1920s

The course of this suit over the last decade has been complicated by a series of countersuits and attempted withdrawals of the action by the songwriters. Shortly after the trial began in N. Y. Federal Court, the songwriters asked to Court, the songwitten withdraw the suit "without prejuwithdraw the suit "without prejudice" and when that was denied they moved to dismiss the compaint "with prejudice." meaning that they could not reinstitute a similar action. The court granted the application but dismissed the complaint "without prejudice" and complaint "without prejudice" and permitted Bourne to reinstate its counterclaim so that the case could proceed to a final determi-

When the trial resumed, Bourne, originally the defendant, became the plaintiff in an action for a declaratory judgment against the writers, seeking to establish that it was the legal owner of the renewal. Bourne won that suit and was upheld in the Court of Appeals. The lower court assessed the heavy legal costs on Rose as penalty for forcing the publisher to prepare his proof on the performance of the contract. That accounted for \$4,000. The remaining \$3,500 fee was assessed as a penalty because the songwriters had in effect sought to distinguish their case from the decision of the historic Fisher vs. Witmark case.

historic Fisher vs. Witmark case. The latter case established that a songwriter could convey his renewal in advance of the 28th year of the first copyright term. Rose's attorney pointed out that no challenge was being made to the right to convey the copyright before the 28th year, but only whether the specific contract for "Gang" is valid due to the lack of consideration and the changed features of the music biz.

**Album Reviews** 

"Louis & The Dukes of Dixieland" (Audio). The veteran master of Dixieland, Louis Armstrong, has joined with the most successful modern Dixie combo. The Dukes of Dixieland, in a bright, swinging session. Satchmo's vocals and trumpet work give a powerful foundation to this workout which has keen put in the groove with crystal clarity. The book ranges over such numbers as "Bourbon Street Parade," "South," "Washington & Lee Swing," "That's A Plenty," "Just A Closer Walk With Thee, and "Limehouse Blues," among others. "Celeste Aida," "You'll Never works at recent Newport" (Colpix). One of the most striking Walk Alone" and "My Romance."

"Nina Simone At Newport" (Colpix). One of the most sirtking events at recent Newport Jazz festival, aside from the neighboring riots, was this superb performance by Nina Simone. Her vocal power, intensity and shading are demonstrated in a variety of vocals, leading off with "Trouble In Mind" and including "Porgy." "Little Liza Jane," "Flo Me La" and "In The Evening By The Moonlight," in addition to some of her plans solos. Her rhythm trio gives full

reter sellers: "In ebs. of Sel-lers" (Angel). A new comedy click on the screen, British actor Peter Sellers makes his bid on wax with a group of clever characterization. Sellers' skill at adopting strange guises is again demonstrated in Sellers' skill at adopting strange guises is again demonstrated in this package where he does a fair-ranging gallery of parodied portraits. On one number, "You Keep Me Swinging," there's perfect carbon of Frank Sinatra, but it's not clear whether Sellers or somebody-else named Free Flange is doing it. Included are his cliched political orator, a British rock n'roll takeoff, a three-part conversational panel in which Sellers does two of them, an East Indian, Italian gallant, a BBC radio reading and a skiffle bit. This is British slanted humor for the caviar crowd.

Henry Jerome Orch: "Brazen Brass" (Decca). This one will appeal to the audiophiles in its sharp definition of brass sounds via the latest stereo separation techniques.

Henry Jerome's orch also jumps musically through a nifty book-in-cluding "Stompin" At The Savoy." "Glow Worm." "Bugle Call Waltz." "Over The Rainbow" and "One O'Clock Jump," among others.

this package sustained interest.

Marty Gold Orch: "Skin Tight"
(RCA). This is still another drumaccented album aimed at the stereo
market. In this set, Marty Gold has
blended a group of oldies with
some unusual percussive instruments and a standard brass section
for a swinging LP. Included are
numbers like "Perdido," "Song of
India," "Hindustan," "How High
The Moon," "Opus One" and "Hawaiian War Chant."

Jay North: "Look Who's Singing"

Jay North: "Look Who's Singing" (Kem). This is an appealing kidde-angled package performed by a talented moppet who's been getting wide exposure on television. In this set, he delivers without excessive cuteness or precocity on numbers like "What Good Is A Girl," "The Pirate" and "Little Boy Blues" in

Martin Denny: "Martin Denny's
Exotic Sounds Visit Broadway"
(Liberty): Martin Denny's Hawaijan flair has moved from the Isjan flair has moved from the Is-lands to Broadway. It's an approach that gives an extra dimension to such showtunes as "Souind of Mu-sic," "Hernando's Hideaway." "My Funny Valentine," "September Song," "Carousel Waltz" and "Strange Music," among others. Funny, "Carousel Waltz and Song," "Carousel Waltz and Strange Music," among others. The tunes are staples and Denny's attack that uses an exciting mixture of pi , celeste, bongos, congas, voltes, marimba, string bass and drums is stimulating.

\*\*Tabard Maltby Orch: "Maltby Orch: "M

and drums is stimulating.

Richard Maltby Orch: "Maltby
Swings For Dancers" (Roulette).

Although Richard Maltby believes
in inventive arranging styles, he
never loses sight of the overall
dancing element. That's evident
in his first package for Roulette in
his his he weith each of the continues. in his first package for Roulette in which he toys with seven standards and five new tunes in a solid terp mood. In some of the numbers, such as "fin A Little Spanish Town," "Peanut Vendor" and "Honeysuckle Rose," he builds a vigorous trimpet sound that's quite exciting. For this excursion. Maltby has dumped the piano, using instead an amplified guitar and other instruments to take over the "inno solo parts. to take over the piano solo parts. It's a device that should attract a lot of spinning interest.

Johnny Mathis: "The Rhythms and Ballads of Broadway" (Columbiat This looks like another package winner for Johnny Mathis. It's a two-disk set that includes 24 showtunes delivered in his persuasive vocal manner. One disk is devoted to Broadway ballads and the other to rhythm sames. Mathie savoy."

sugle Call Waltz."

over The Rainbow" and "One
O'Clock Jump," among others.

Manny Albam Orch: "Drum
Feast" (United Artists) Joining the
percussion kick which has been
spreading with the advent of
stereo, Manny Album has arranged
an all-out display of skinbeating
in a series of original compositions.
Sufficient change of pace in tempo
and sound affects is present to give
this package sustained interest.

Marty Gold Orch: "Skin Tight"

(RCA). This is still another.

do."

Capitol Is giving particular attention to Broadway and off-Broadway musical productions. "The standards of tomorrow are coming from these shows." said Dunn. Cap is backing "The Unsinkable Molly Brown" and has the rights to "Tenderloin." One of the diskery's all-time great album sellers is "The Music Man," which no doubt has influenced its think-

As a concommitant of this at-As a concommitant of this attitude towards musicals. Dunn declared that motion picture scoresoccasionally proved profitable,
"with success in musicals but not
with background scores. They
usally lose money. The factor her
is to have a strong thematic score
and strong tie-in with an established artist, a Sinatra, Martin or
Nat (King) Cole."

The artists & repertoire man today must be aware of world markets and particularly what is going in Europe, according to
Dunn. "The sales potential abroad

### **Longplay Shorts**

Impact.

Frankle Laine (Columbia):

HERE SHE COMES NOW" (E. H. Morris\*i is a uptempo entry which this performer handles with his susual excitement for good impact.

KISSES THAT SHAKE THE (MORLDY (Melo-Art\*) is a new powerful wallon in this allout workover by this workover by this a preceding the motion of the material and articularly what is gooding in Europe, according to Decca Records is kicking off its "Voice Towards Peace" documentary which gives the 15-year history of the UN, is narrated by Ralph Bellamy with Saul Carson as writer and producer.

KISSES THAT SHAKE THE (MORLDY (Melo-Art\*) is a new powerful wallon in this allout workover by this a powerful wallon in this allout workover by this a powerful wallon in this allout workover by this performer handles with a special press four of the UN, is narrated by Ralph Bellamy with Saul Carson as writer and producer.

KISSES THAT SHAKE THE (MORLDY (Melo-Art\*) is a new powerful wallon in this allout workover by this a powerful wallon in this allout workover by this a powerful wallon in this allout workover by this a powerful wallon in this performer handles with his performer handles wit

## This Is 'Love'?

#### Hassle Over 'Let's Make Love' Album Cover Delays Release, Hurts Exploitation on Pic

Whether or not you can tell the notents of Columbia Records Lombardo Hits Road Whether or. not you can contents of Columbia Records: "Let's Make Love" sountrack album from its cover is beside the point. Wringling over the cover design delayed release of the Martiyn Monroe-Yves Montank-Frankie Vaughan album until this week, thereby holding up one of the prime exploitation tools which 20th-Fox hoped to use to launch the pic, which premiered three weeks ago.

weeks ago.

It's generally agreed among film exploitation men that a title song or soundtrack album, in order to be of most help in promoting a pic, should be in the hands of the nation's disk jockeys and dealers at least a month or six weeks before the film's general release. "Love" album is coming out too late to be of much help in the big-money first runs, though it conceivably can help the subsequent engagehelp the subsequent engage

ments.

Problem over the album developed when Miss Monroe, who had okayed the original sleeve design, changed her mind and decided that instead of the more or less coventional cover, she wanted nothing more on it except her name, Montand's and the name of the picture, along with the Monroe-Montand faces. She thus was eliminating credits for producer Jerry Wald and British singer Frankie Vaughan, who is prominently featured in the film and in all but two or three of the songs in the album.

album.

Vaughan, who is a big Columbia disk seller in Britain, violently objected to this rearrangement, and offered this compromise; he would not object if his picture was not on the sleeve as long as Montand's did not appear. Miss Monroe (og her rep) was adamant. Montand's pic had to be featured. Finally, under the pressure of time, a solution was worked out so that cover would not only carry the Monroe-Montand names and faces, but also an insert of Vaughan's face, as well as his name.

Montand names and taces, but also an insert of Vaughan's face, as well as his name.

However, Miss Monroe also fused to okay release of a 45 rpm single featuring, her singing "My Heart Belongs to Daddy," on one side, backed by her duetting of Let's Make Love" title song with Vaughan. She reportedly informed Col that she had no objections to release of "Daddy," if it could be backed by something else. Evidently nobody came up with an acceptable alternate, because plans for the 45 single have now been abandoned.

Vaughan, however, has his own Col 45 single out, featuring his solo from the pic of "Hey! You With The Crazy Eyes."

#### Top Rank Reshuffles Sales, Promo Echelon With Len Levy Exiting

With the exiting of Len Levy as sales director of Rank Records of America, diskery is reorganizing its sales, marketing and promotional operation for its Top Rank

label.
Harold Friedman, consultant and director of Rank Records of America's exec committee, is taking over direct supervision of sales and marketing for the firm. Hell also continue in his present capacity as chief U.S. exec officer of Rank Records. In realigning his Rank Records: In realigning his sales and marketing departments. Friedman has set Ray Meinberg, national promotion lanager, to concentrate on single sales and is now looking to bring in a special

now looking to bring in a special LP merchandise man.
Levy, who had been with Rank's U.S. operation since its inception last year, is opening his own independent consulting firm. He plans to specialize in all phases of promotion and merchandising in both singles and album sales.

# After 'Deck' for 3 Mos.

Guy Lombardo, whose presenta-tion of "Hit The Deck" wound the season at the Jones Beach Marine Theatre (L.L.) last Sunday (11), is off on a three-month tour before his opening at N.Y.'s Hotel Roose-velt grill in mid-December.

velt grill in mid-December.

Actually, Lombardo, whose band was featured in "Hit The Deck," absented himself from Jones Beach, Sept. 6-10, due to a commitment made with the Hotel Syracuse. The show was originally scheduled to close Sept. 5, but boom biz caused an extension of the run. During the five nights Lombardo was away, his sidemen were replaced by a substitute band, with Lombardo and his men returning for the final night.

The four will take Lombardo cross-country.

#### Tiomkin's 'Perfectionism' **Costs Houston Smyphony** 3G in Rehearsal Time

San Antonio, Sept. 13.
Dimitri Tiomkin, the Hollywood composer, has put the bite on the Symphony Society of San Antonio for \$3.000 worth of rehearsal time for an 18-minute except from his "Alamm" in the recore. film music score:

"Alamo" film music score:

The Society thinks he is being unreasonable, though Victor Alessandro, the Symphony's musical director, has rescheduled a school concert and given up his own rehearsal time in an attempt to cooperate with the sponsoring Chamber of Commerce for the bally-hooed premiere of the movie, "The Alamo" (UA).

Tiomkin held out for six bours of

Tiomkin held out for six hours of Tiomkin held out for six hours of rehearsal time after being offered five. Rehearsal cost of the 73-piece orchestra runs to about \$1,500 per regular rehearsal session of two and a half hours. Tiomkin took the view that he is a perfectionist and he wouldn't go onstage without knowing his music was to get a perfect performance. Some of the musicians took the view they were professional too, capable of taking on anything Tiomkin is likely to produce with ease and confidence.

#### **BLEYER TO LAUNCH** JAZZ UNDER CODA TAG

Coda Records has been designated as the name for the new jazz line being launched by Archie Bleyer's Cadence Records.
Coda has already launched its recording schedule and has an album ready with Otis Spann, blues planist and singer. It'll be Spann's first recording under his own mame and he'll be backed by two other blues singers. St. Louis Jimmy and Robert Lockwood Jr. The album, which will be called "This Is The Blues," will be ready for release in about six weeks. Coda will also release Spann's sides for the singles market. Meantime, Coda's general man-

#### Payola Woman' Blues

The inevitable fitle, "Payola Woman," is used by Carson Bingham for a new Belmont paperback-shocker purporting to expose presentday music biz.

Plot hinges on the frantic amor of an ambitious gal singer named Rhoda Bourne who climbs, via the boudoir, to the favor of a top skr man and ends up owning her own record company. What Rhoda wants, Rhoda gets,

Melon is payable Sept. 30 to Melon is payable

#### British Disk Bestsellers London, Sept. 13.

Apache .....Shadows (Columbia) They're Young ..... Eddy (London) Mess Of Blues .... Presley (RCA)

Don't Tease .... Richard (Columbia) Will Be Loved ... Everly Bros. (London) Laura I Love Her .... Valance (Columbia) Long As Needs Me ... Bassey (Columbia) Somebody's Fool .... Francis (MGM) Only the Lonely .... Orbison (London)

# Smash Disk Show **Does Just That**

Paper Roses .... Kaye Sisters (Philips)

Newest gimmick on the promo tion-conscious Radio Luxembourg station here is "Smash Hits station here is "Smash Hits name. Alan Freeman and Barry Alldis, the pair of disk jockeys who run the show, came up with the novel idea—listeners write in by the masses, sending cards or letters telling why they hate a certain record and want it smashed.

"We read the reason, play the record, and then bash it with a hammer," Alldis explained. "Then

hammer," Alldis explained. "Then we autograph a piece of the record and send it to the requester."

Requests vary from "I tripped over a chair and broke my leg while that record was playing and now every time I hear it my leg hurts" to "Please smash the record because I have one."

The English-language show is becoming a Saturday evening favor-ite, Alldis said.

The station has three English-speaking announcers and devotes 90% of its English language air time to music, mainly in the pop category. Most of the 3,000 to 4,000 letters the station gets weekly are record requests.

The station broadcasts in Ger-man, French, Flemish and Dutch besides English, beaming out on very high frequency plus on three wavelengths.

wavelengths.

Even listeners behind the Iron Curtain pick up the powerful frequency, and often send along newspaper clippings showing how the Communist papers attack the station, because it woos away people from the Red-slanted home broadcasts.

### Roulette Inks Series Of O'Seas Distrib Deals

Roulette Records further strengthened its overseas deals with a tie with Disques Ricordi for distribution in France, Switzerland and the Benelux countries.

Donald Singer, diskery's foreign operations manager, also concluded a deal with the Scandinavian Rec-ord Co, whereby that firm would manufacture, and distribute the Roulette line in the Sandinavian countries. The line will be handled in Germany and Austria by Artone Gramophone.

In addition to these changes Roulette has renewed its existing contract with Trutone Africa Ltd., licensee in the Union of So. Africa and adjacent areas; and with Pres-tige Records who handle New Zea-land. In the case of New Zealand, the Top Rank Organization will now handle distribution for Prestige.

## Mighty Moves East

Mighty Records is moving its operations from the Coast to N.Y. Phill Zinn has been set as firm's artists & repertoire director and national sales supervisor. Zinn owned a chain of record stores in the midwest known as the Platter Shops

# Ban on Cuffo Disks Costs WNEW, N.Y., \$1,000 Per Mo. to Avoid Freebie Credits

## Liberty Records Preps Hefty Promo in Brit.

London, Sept. 13.

Alvin S. Bennett and Ray San-dler, president of Hollywood's Liberty Records and its chief coun-Liberty Records and its enter counsel respectively, returned to the States Saturday (10) after a European whirlaround aimed at preping a major exploitation and promotion campaign. Richard Annotico, international sales director, left London coincidentally for further European confabs.

ner European confabs.

Bennett informed reps of the Decca diskery, which distributes the Liberty label in Britain and Europe, that he intended to expand promotional activities in the near future, especially in Britain, Several of the label's artists might come over, underwritten by Liberty, including Johnny Burnette, Bobby Vee and, possibly, Julie London.

#### **Tony Scott Ends Beef** Vs. State Dept.; Set For 9-Wk. Far East Swing

Tokyo, Sept. 6.

Jazz clarinetist Tony Scott will leave Japan for a nine-week swing of Indonesia, Malaya and Thailand under a U.S. State De-partment's specialist's grant, Scott and his wife Fran have been living in a rented house in Tokyo for past nine months.

Scott, hitherto outspoken against scott, interto outspoken against the manner of State Dept. tours, yielded for his Southast Asian jaunt because, as he said: "It affords me the kind of tour I want, taking me to places I couldn't go commercially. And I can go without stipulations.

out stipulations.

Previously, Scott had given voice to belief that State Dept. tours are regulated to extent that artist cannot acquire a genuine knowledge of the people and culture of the countries visited. In addition to tours as what he termed at "rocket speed," he had also complained that a previous approach for his services had stipulated that no Negroes be in his group.

His upcoming tour, he noted, His upcoming tour, he noted, will be without accompanying musicians. In places where no local musicians are available, he will play tapes and deliver lectures on art of jazz. During his Tokyo stay. Scott was a familiar figure around city's jazz dens, sitting in on impromptu sessions, recording ethnic sounds, playing occasional club and tv dates and concertizing with eerie traditional Japanese instruments.

#### **ROTHENBERG'S OK NEW BOOK ON COPYRIGHT**

Stanley Rothenberg, former copyright attorney for Warner Bros. and Columbia Pictures; and now in private practice specializing in show biz law, has written a very practical book on "Legal Provery practical book on "Legal Protection of Literature, Art and
Music" (Clark Boardman; \$10)
wiffch, for all its Blackstone erudition as a legal handbook, also just
happens to be good interesting,
reading. Anybody and everybody
concerned wifth property rights in
creative material—and in this day
and age it could be the usher at
the Music Hall—has an updated
compendium in this nearly 400page book. book Author Rothenberg is a young-

Author Rothenberg is a young-old pro. As a Fulbright scholar be got his Doctor of Law from the University of Utrecht (Nether-lands), was a law prof. at the University of Maryland, and par-ticipated in the Centre for Studies

ticipated in the Centre for Studies & Research at The Hague Academy of International Law.

With films: and television the global business that it is, not to music, the sundry manifestations and need for protection under international covenants are obvious. Rothenberg treats with all teses aspects in almost lay language. It's a business-of-law textbook in short, including standard form contracts.

Abel.

Mexico City, Sept. 13.

The Pablo Casals Orchestra has been officially created with more than 80 Mexican musicians, all members of the Philharmonic Section of the Union of Mexican Film Froduction Workers, who make up orchestra. Casals will direct orchestra in premiere of his "The Manager" oratorio.

By direct order of President Adolfo Lopez Mateos, the orch will continue as a permanent fixture under the Pablo Casals name.

Complying with the Federal Communications Commission's ruling against broadcasters accepting cuffola records for the diskerles has developed into a big bookkeeping headache for some stations. N.Y.'s indie WNEW, for example, has had to put on an extra person just to take care of the ordering, the cost of which, station exectlaim, is now running close to \$1,000 a month. Mark Olds, station's program di-

\$1,000 a month
Mark Olds, station's program director, says that despite the book-keeping annoyance, WNEW prefers to buy all its records rather than clutter up programming with label credits or statements to the effect that the records played were conributed by manufacturers or distributors

According to station's attorney, strict compliance with the ruling would mean that the credit should be announced after every disk. However, says Olds, it's loosely interpreted and stations vary the credit announcements from once every record play to once every 24 hours.

every record play to once every 24 hours.

WNEW pays the distributors 60c a record and if it has top programming values may order as many as 12 copies. Manufacturers send the station audition copies which are screened by Olds and Al Trilling, head of station's music department. If they decided that the disk fits into station's programming scheme, they'll arrange to pay the company for the disk submitted. They also notify the companies about the records they don't want and ask that they be picked up.

Many companies don't bother to take them back so the station has them destroyed. Although some companies have offered its disks to WNEW for as little as a nicket a piece, the station continues with its regular bookkeeping and buying procedure. Occasionally things get fouled up such as when a publisher

procedure. Occasionally things get fouled up such as when a publisher submits a single disk and doesn't want to bill the station for it. Whenever possible, the station tries to get the record back to the publisher and if it wants the record, to order it through results. to order it through regular chan-

nels.

Although WNEW is sticking to the letter of the law, Olds thinks that it's wrong for the Government regulators to infer that accepting free records constitutes bribery. "It's ridiculous," he says, "to assume that a station can be bribed by getting free records."

### British Force Change In 'Tell Tommy' Lyrics To Get Plays on BBC

The morbid song cycle continues to disturb the British. The latest brush is over the song, "Tell Tommy I Miss Him." Marilyn Michaels' answer to Ray Peterson's "Tell Laura I Love Her" click. Both are 'RCA Victor slicings.

Both are 'RCA Victor slicings. Hugo & Luigi, indie producers at Victor, were forced to rerecord the "Tommy" tune last week to work in a lyric change for the British market. Substituted for the "He is up in Heaven" somewhere" line in the original lyric was "He Meant Everything to Me. The changes were suggested by the British publisher. Lawrence Wright, who reported that the BBC had objected to the reference of "Heaven."

The new version will be 're-

The new version will be re-leased in Great Britain next week. It follows on the heels of Peter-son's "Tell Laura I Love Her." which after some indecision was finally released there by British Decca. Both tunes, are published by E. B. Marks in the U.S.

#### Mexican Govt. Creates New Pablo Casals Symph

Mexico City, Sept. 13.

The Pablo Casals Orchestra has



This'll teach you to swipe my copy of JOHNNY HORTON'S latest hit—NORTH TO ALASKA. JOHNNY HORTON sings the title song from the 20th Century-Fox production: NORTH TO ALASKA b/w The Mansion You Stole 3-41782 (Single 33) 4-41782 (Single 45)

ON COLUMBIA ® RECORDS...THE PEOPLE'S CHOICE

# VARIETY'S RECORD T.I.P.S.

# (Tune Index of Performance & Sales)

This weekly tabulation is based on a statistically balanced ratio of disk sales, nationally, as reported by key outlets in major cities, and music programming by the major independent radio stations.

								T was		At . 100	
This Wk.		No. W		This Wk.		No. W	ke. Her Title, ARTIST LABEL	Wh.		No. Wks On Charl	TITLE, ARTIST LABEL
1	1	9	IT'S NOW OR NEVER Elvis Presley Victor	34	79	2	THREE NIGHTS A WEEK Fats Domino Imperial	67	4	3	SERGEANT PRESTON YUKON Ray Stevens NRC
7	2	9	WALK, DON'T RUN Ventures	35	67	3	YOU'RE LOOKING GOOD Dee Clark	88	56	-	RED SAILS IN THE SUNSET Platters
3	3	- 8.	THE TWIST Chubby Checker Parkway	36	42	14	IMAGE OF A GIRL Safaris Eldo	69	84	3:	KING OF LOVE Fabian Chancellor
4	Д	5.	MY HEART HAS MIND OF ITS OWN Connie Francis MGM	37	37	5	LOVE YOU THE SAME OLD WAY.	70	45		MY LOVE Not King ColeCapitol
5	4	8	VOLARE Bobby RydellCameo	38	60	4.	THE LOVING TOUCH Mark Dinning MGM	71	81		IF I CAN'T HAVE YOU Etta & Harvey Chess
ě.	15	5	CHAIN GANG Som Cooke Victor	39	83	3	RUN, SAMSON, RUN Neil Sedaka Victor	72	57		BRIGADE OF BROKEN HEARTS Poul Evans Guaranteed
7	5	.8	DREAMIN' Johnny Burnette Liberty	40	54	5	LET'S HAVE A PARTY Wanda Jackson Capitol	73	80		NO Dodie StevensDot
	9	8	THEME FROM THE APARTMENT Ferranta/Teicher	41	72	2	Jaye P. Morgan MGM	74	-		WAIT Jimmy Clenton Ace
•	12	6	NEVER ON SUNDAY Don Costa	42	65	3	NICE 'N' EASY Frank Singtra	75	_		THE TWIST Hank Ballard King
10	22	3	MR. CUSTER Larry Verne Era	43	-44	4	CANDY SWEET Pat Boone Dot	76	50		IN THE STILL OF THE NIGHT Dion & BelmontsLaurie
11	10	6.	YOGI Ivy 3 Shell	44	85	2	I'M NOT AFRAID Ricky Nelson Imperial		100		KOOKIE LITTLE PARADISE Jo Ann Compbell ABC Par
12	13	14	MISSION BELL Donnie Brooks Era	45	34	4	I'M FALLING TOO Skeeter DavisVictor	78	94.		BONGO BONGO BONGO Preston Epps Original
13	6.	11	ITSY BITSY BIKINI Bryan Hyland Kapp	46	3,1	9	A WOMAN, A FRIEND, A LOYER  Jackie Wilson  Brûnswick	79	62	-	OLD OAKEN BUCKET Tommy Sands Capital
14	35	5	PINEAPPLE PRINCESS Annette Vista	47	33	13	TELL LAURA I LOVE HER Ray Peterson Victor	80	90		CLAP YOUR HANDS Beau Marks Shad
15	19	6	KIDDIO Brook Beaton Mercury	48	30	7	IT ONLY HAPPENED YESTERDAY Jack Scott	81	- 66		THAT'S ALL YOU GOTTA DO Brenda Lee Decca
16	7	12	FINGER POPPIN' TIME Hank Ballard King	49	- <del>277</del>	ı	LET'S THINK ABOUT LIVING Bob Luman WB	82	74		SHOT MR. LEE BobettesTriple X
17	8	9	IN MY CORNER OF THE WORLD Anite Bryant Carlton	50	97	2	SHORTNIN' BREAD Paul Chaplin Harper	83	_		KOOKIE LITTLE PARADISE Tree Swingers Guyden
18	24	3	A MILLION TO ONE  Jimmy Charles Promo	51		4	SAVE THE LAST DANCE FOR ME Drifters Atlantic	84	-		YOU TALK TOO MUCH Joe Jones RIC
19	20	6	YOU MEAN EVERYTHING TO ME Neil Sedaka Victor	52	23	10	ALL MY LOVE Jackie Wilson Brunswick	85	÷	:	FOOLS FALL IN LOVE Sammy TurnerBig Top
20	18.	7	TA TA Clyde McPhatter.,,, Mercury	53	69	2	MY LOVE FOR YOU  Johnny Methis Columbia		_		DON'T YOU JUST KNOW IT Fendermen Soma
21	25	7	OVER THE RAINBOW Dimensions Mohawk	54	46	6	HONEST I DO Innocents Indigo	87		-	WASTED DAYS WASTED NIGHTS Freddy Fender Imperial
22	14	15	I'M SORRY Brenda Lee Décca	55	49	3.	MALAGUENA Connie Francis MGM	88	93		A TEENAGER FEELS IT TOO Denny Reed Trey
23	27	8	WRECK OF JOHN B. Jimmie RodgersRoulette	56	47	9	HOT ROD LINCOLN Charlie Ryan4 Star	90			I'D DO IT AGAIN  Bobby Rydell Cameo  TONIGHT'S THE NIGHT
24	17	6	Paul AnkaABC-Par	57	29	12	Johnny Preston Mercury	91			Chiffons Big Deal DEVIL OR ANGEL
25	1.6	15	Roy Orbison Monument	58	58	2	Everly Bros Cadence	92	_		Hollywood Flames Argo SINCE I MET YOU BABY
26	64	3	MOVE TWO MOUNTAINS Mary Johnson	59	68	8	OVER THE RAINBOW  Baysiders Everest	93	43	4	Bobby Vee Liberty WE GO TOGETHER
27	39	5	Bobby Vee Liberty	60	<u> </u>	1	Ricky Nelson Imperial	94	<del></del>	1	Jan & Dean
28	36	. <b>6</b> ,	HOT ROD LINCOLN Johnny Bond Republi	61	38	7	LISA Jeanne Black	95	<del></del>	Í	Johnny & Joe Chess  ROBOT MAN  Jomie Horton Joy
29	26	12	WALKIN' TO NEW ORLEANS Fats Domino Imperial		63	3	Paradons Milestone	96	.—	1	AND NOW Della Reese
30	28	5	THE SAME ONE Brook Benton Mercury	63	40	H	BIG BOY PETE Olympics Arvee	97	<u> </u>	,1	BRONTOSAURUS STOMP Piltdown Men Capitol
31	41	5	ANY MORE Teresa Brewer Coral	64	71,	2	KOMMOTION Duane Eddy Jamie	98	89	13	THIS BITTER EARTH Dinah Washington Mercury
32	21		PLEASE HELP ME, I'M FALLIN' Hank Lockli Victor	65	70	3	ROCKING GOOSE  Johnny & Hurricanes Big Top	99	88		VAQUERO Fireballs Top Rank
33	78	2	SO SAD Everly Bros Cadence	66	86	7	GEE BUT I'M LONESOME Ron Holden Donna	100	<del></del>		I DO THE SHIMMY SHIMMY Bobby Freeman King
1 - 17***	- 17	-	<del></del>	A 1 1	-		the state of the second second		12	7	

# **AFM Wins Back Jurisdiction Over** Coast Studio Tooters in NLRB Vote

Hollywood, Sept. 13.

American Federation of Musicians, which formerly repped major studio tooters as collective bargaining agent until the rival Musicians Guild of America wrested that right two years ago, has regained its former representation via a National Labor Relations Board election, by a vote of 473 to 408. Among ballots cast were 60 challenges and one neutral. In a separate Universal-International election, held because studiono longer is a member of Motion Picture Assn. of America, AFM also is out in front by a tentative tally of 97 to MGA's 85. Outcome of this battle will be determined by which way the wind blows on 24 challenged votes.

MGA won its decision two years ago, by, a similar NI BR Belegtin

MGA won its decision two years to by a similar NLRB election,

OF THE WEEK DICK CARUSO PRETTY LITTLE DANCIN' (ecords

CLIMBING TO THE TOP

# THEME FROM THE **APARTMENT**



JACK PLEIS ..... DECCA

but AFM some months ago filed for a new election, During the past two years, both union have crossed swords, frequently with bitter blasts at each other, with each testifying it was working in be-half of the working musician.

half of the working musician.

AFM win puts a new light on the recent N. Y. District Court decision which ruled against the union in its attempt to block the sale of 122 post-48 Warner Bros. feature to tv. Ruling was based primarily on fact the AFM had no jurisdiction at that time over studio musicians, having lost that right in the election two years ago.

Now that AFM has regained its hold in major studio stronghold, it's expected, too, there will be a more intensive drive against runaway production whereby producers use imported sound tracks for theatrical and tv films.

In commenting on his organization.

In commenting on his organiza-tion's victory, AFM prexy Herman Kenin stated: "This is a signific-cant victory for trade unions as well as for instrumentalists every-

well as for instrumentalists everywhere.

"It signals the speedy end of
dual unionism and provides the
kind of unity of purpose that enables an honest trade union to represent its members effectively.

"I am sure I speak for the vast
majority of our 265,000 members
when I say that we regard the election results more as a reaffirmation of musicians' unity than as a
victory over other musicians."

A spokesman for the MGA said

A spokesman for the MGA said that the Guild had no comment at this time but will continue to enforce its contracts with the TV Alliance and the phonograph recording companies it represents.

#### Mpls. Symph Pitching For \$10-Mil. Endowment Minneapolis, Sept. 13.

The Minneapolis Symphony Orchestra Assn. has launched a 10year endowment fund drive with a \$5,000,000 goal. C. S. Bellows, association president, and L. Lampert, Jr., the fund committee's chairman said that "this represents the association's newest major effort to keep the 58-year-old Symphony orchestra alive as a top-flight musical outfit."

flight musical outfit."

If the coin is raised they'll be invested to provide the orchestra an annual income of about \$200.

700. The orchestra this year has a \$730.000 budget of which \$389.000. or about \$54%. comes from ticket sales here, tourings and recordings. The remaining \$341,000, or about 46%, is raised by the annual public guaranty fund drive. It's pointed out that orchestra operation costs nc guaranty fund drive. It's pointed out that orchestra operation costs continue to rise sharply and that "the annual fund-raising needs in consequence will skyrocket beyond the community's ability to meet them."

The orch this season has a new conductor, Stanislaw Skrowaczew-ski of Poland.

GREAT GREAT GREAT GREAT GREAT GREAT GREAT RECORDS THEME FROM THEME FROM

"THE DARK AT THE TOP OF THE STAIRS" ROBERT HOLLIDAY ... EVEREST **PICTURES** PERCY FAITH .... COLUMBIA BY GREAT CHET ATKINS ... . RCA-VICTOR FRANK CHACKSFIELD . LONDON

**GREAT THEMES** FROM GREAT COMPOSERS

"THE SUNDOWNERS"

BILLY VAUGHM ..... DOT ROBERT HOLLIDAY ... EVEREST FELIX SLATKIN ... LIBERTY MANTOVANT .... LONDON JACK PLEIS ..... DECCA.

GREAT GREAT GREAT M. WITMARK & SONS GREAT GREAT GREAT

ELLA FITZGERALD Sings JIMMY McHUGH

# **REACH FOR TOMORROW** I CAN'T GIVE YOU **ANYTHING BUT LOVE, BABY**

## RETAIL ALBUM BEST SELLERS

(A National Survey of Key Outlets)

		5	KINGSTON TRIO (Capitol)
2	-2	22	String Along (T 1407)  BOB NEWHART (WB)
_	-2		Button Down Mind (W 1379)
3	3	9	SHELLEY BERMAN (Verve) Edge of Shelley Berman (MGV-15013)
4	4	6	FRANK SINATRA (Capitol) Nice 'n' Easy (W 1417)
5	6	22	KINGSTON TRIO (Capitol) Sold Out (T-1352)
6	5	21	ELVIS PRESLEY (Victor) Elvis Is Back (LPM 2231)
7	8	13	PAUL ANKA (ABC-Par) Paul Anka Sings His Big 15 (ABC-323)
8	-11	4	JOHNNY MATHIS (Columbia) Johnny's Mood (CL 1526)
9	9	22	CAN-CAN (Capitol)
0	7	22	SOUND OF MUSIC (Columbia)
1	10	5	Original Cast (KOL 5450)  BRENDA LEE (Decca)
12	13	22	PLATTERS (Mercury)
			Encores of Golden Hits (MG 20472) BILLY VAUGHN (Dot)
[3	12	5	Look for a Star (DLP 3322)
14	15	22	Theme from a Summer Place (DLP 3276)
5	17	22	TERRY SNYDER (Command) Persuasive Percussion (RS 800-50)
6	14	22	SHELLEY BERMAN (Verve) Inside Shelley Berman (MGV 15003)
7	16	9	BEN-HUR (MGM) Soundtrack (1 E 1)
8	18	5	RAY CONNIFF (Columbia) Young at Heart (CL 1489)
9	19	15	MITCH MILLER (Columbia)
20	20	20	Sentimental Sing with Mitch (CL 1457)  SOUTH PACIFIC (Victor)  Soundtrack (LOC 1032)
21.	23	4	BOBBY DARIN (Atco) Bobby Darin at the Copa (LP 122)
22	21	22	
23	25	8	My Name Jose Jiminez (SM 1013)
24	22	3	TENNESSEE ERNIE FORD (Capitol) .
25	24	17	Sing a Spiritual With Me (TAO 1434)  DAVE GARDNER (Victor)  Policies Dess Houste (URM 2092)
6	26	28	Rejoice Dear Hearts (LPM 2083) CONNIE FRANCIS (MGM)
7	28	11	Italian Favorites (E 3791)  EVERLY BROTHERS (Cadence)  Events State France (2002)
8	27	12	Fabulous Style of Everly Bros. (3003)  RAY CHARLES (Atlantic)  In Person (8020).
9	30	5	In Person (8039)  DAVE GARDNER (Victor)  Kick The Own Solf (1 DM/(SP 2220))
,	31	4	Kick Thy Own Self (LPM/LSP 2239)  ELLA FITZGERALD (Verve)
1	32	2	Ella in Berlin (MGV 4041)  MARTY ROBBINS (Columbia)
2	29	15	More Gunfighter Ballads (CL 1481)  WOODY WOODBURY Stereoddities)  Laughing Room (MW 2)
33	35	22	JOHNNY MATHIS (Columbia)
	5.		Faithfully (CL 1351) HARRY BELAFONTE (Victor)
34	33	20	
	33 36	20	Belatonte at Carnegie Hall (LOC 6006)  EVERLY BROS, (Cadence)  It's Everly Time (W 4381)

#### Artist-Disk Deals

#### Carlton: Karen Chandler

Karen Chandler has been set to etch under the Carlton banner. Thrush, who scored several years ago with her Coral slicing of 'Hold Me. Thrill Me, Kiss Me," is currently appearing at The Liv-ing Room, a eastside N. Y. nitery.

#### Tico: Dr. Sanchez Acosta

Dr. Sanchez Acosta will record for Tico Records, a division of Roulette. Dr. Acosta, who practices medicine in N. Y., will etch an album of 12 of his own Latin-American compositions.

#### Columbia: Gold & Fizdale

Arthur Gold & Robert Fizdale have re-signed with Columbia Records. A comprehensive recording program of the principal works in the two-piano and four-hand literaure, is projected for the duo.

#### NOTICE OF SALE

#### A.B.C. MUSIC CORP. BOGAT MUSIC CORP. BOURNE, INC.

NOTICE IS HEREBY GIVEN, that purcusant to an arder of the Appalata Division of a Supreme Cauch, First Judicial Dopartment, all of the Issued and outstanding charge of steels of A.B.C. Music Corporation, Begin using Corporation and Burren, Inc., will be eatly in superial Parcels, or as a unit, 8, justile austina in the Surregate's Court, New York County, Roam 310, Hall of Records, Chambers and Lafayatta Streets, New York, N. Y., on October 14, 1950 at 2:30 o'ctek in tha afterneon.

A copy of the Terms of Sale ther with financial statements and other information concerning the Companies, may be presured from the undersigned Executors at the ad-dress indicated below.

The Court has fixed an aggregate ups price far all of the Parcels at \$2,100,000....

Dated: New York, N. Y. ust 15, 1960.

MARY ELIZABETH KEEDICK MARY M. BOURNE JOSEPH TRACHTMAN 9.0 HON. JOSEPH A. COX Surregate 9 Cont Haft of Reports. 31 Chambers Street New York 7, N.

## Dots Hot BILLY VAUGHN

and HIS ORCH. "Theme From THE SUNDOWNERS" #16133

## IT STARTED IN NAPLES

LENNON SISTERS

KENNY RANKIN

ROBERT HOLLIDAY

FAMOUS MUSIC CORPORATION

#### Holland Disk Bestsellers Amsterdam, Sept. 13.

40

38

March Along With Mitch (CL 1475)

37 Back Again MY FAIR LADY (Columbia)

Original Cast

MARIO LANZA (Victor)
Desert Song (LM 2440)
DORIS DAY (Columbia)
Show Time (CL 1470)

LLOYD PRICE (ABC-Par)
Mr. Personality Top 15 (ABC 324)

Corry Brokken (Philips) Milord

Kom Van Dat Dak Af, Peter & Rockets (Imperial)

Laila ......... Regento Stars Schlafe Mein Prinzschen,

Papa Bu (Storyville) He'll Have To Go. Jim Reeves

(RCA)

Cathy's Clown Everly Bros. (Warner Bros.) Banjo Boy . . . . Jan & Kjeld (C.N.R.)

Unt'r Frem'en Sternen Freddy (Polydor)

....Bob Azzam Too Much Tequila ... Champs (London)

And His BAND

Sept. 15-BALTIMORE TOWERS, Phila Sept. 16 thru 25-LAMANNIAS, Merchantville, N. J. Sept. 26 thru Oct. 1-CORONET CLUB, Lancaster, Pa. Oct. 4 thru 9-NEW SURF CLUB, Baltimore Oct. 11 thru 16-THE CASTLE, Eggertsville, N. Y.

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# **New Faces Getting Record Exposure** As Bonifaces Gear for Fall Season

The approaching fall season is expected to set a new peak in the use of fresh faces in niteries throughout the country. The cafe marquees, on which there were few newcomers last year, are expected to be plastered with headliners never in these positions before. In the fields of comedy and song, there's the probability that the clubs will be using newer performers with greater frequency.

There is already ample evidence

ers with greater frequency.

There is already ample evidence that bonifaces are not too anxious to repact the same set of toppers that prevailed in previous years. The practice, long standard at the Copacabana, N. V., to use the featured spot to case possible headliners, has started to pay off in some situations.

The rush of new and interesting

The rush of new and interesting talent developed in the small rooms around the country has also been a factor in the upbeat in new-comers for the fall season. The New York hotels, for example, are looking for a fresh set of perform-

The out-of-town hotels, on the The out-of-town notes, on the other hand, will also have performers strange to those cities, but many of them will be standard turns. Joe E. Lewis is to play the Fairmont, San Francisco, and the Shoreham. Washington. Sophie Fairmont, San Francisco, and the Shoreham, Washington. Sophie Tucker also playing many cafes new for her. This indicates the desire for expreimentation in every area of nightclubbing.

Many names have been worn out through frequent usage. At the same time, the newer topliners do not come with inexpensive price tags. The comedians have found that they can make more money in the concert field then night clubs can afford to pay. This has become the standard on which they base their selving prices. their asking prices.

their asking prices.

For the singers, the Las Vegas prices seem to have become the criterion. Thus Bobby Darin. Johnny Mathis, Paul Anka and Connie Francis are being submitted at prices which the bonifaces describe as being high frequently in five figures. The comedian, Mort Sahl, Bob Newhart, Lennie Bruce, Shelley Berman and others are Shelley Berman and others are similarly asking uppercrust salaries based on concert returns.

based on concert returns.

Of course, the newcomers aren't pushing out the established faves such as Frank Sinatra, Dean Martin Joe E. Lewis and others. However, they seem to have replaced the middle-bracketed headliners that are booked as last resorts. At present, the bonifaces seem to be excited about the new season's prospects based on the fact that there are new personalities to whet public interest. They know that not all will make good in their particular situation, but at least it's a gimmick to entice trade.

### Mpls. Shopping Centres **Employing Fair Talent**

Minneapolis, Sept. 13.

Shopping centres are a boon for Shopping centres are a boon for circus performers because many of them now have arenas where big top shows are presented at least once a summer for advertising purposes and to attract shoppers. They have opened a new area for these acts, providing employment to off-aet the loss caused by the dwinding number of the big touring circuses under canvas, it was pointed out here by lion tamer Evelyn Currie.

Miss Currie is appearing with a circus organized to play one of the shopping center "circuits." It played all week at Southdale, this played all week at Southdale, this Gerry Mulligan band, Helencity's top shopping centre, its allowed a trena. Non-name show comprises a rena. Non-name show of three performances adily, on Coltrane, Ornette Coleman and a string quartet; Sept. 24, afternoon—gunther Schuller. John Lewis, and comprises 15 performances adily, on Coltrane, Ornette Coleman and a string quartet; Sept. 24, afternoon—gunther Schuller, John Lewis, ing curtain and the multiple rising curtain and the multiple rising curtain and the multiple rising sages. Fraday is coming to the Usahing, Cannonball Adderley, Lambert-Hendricks-Ross.

Admission here was only Si for addits and 50c for children if they had coupons given by the centre's Makeba, Jimmy Witherspoon, Sept. 25. evening — Louis Armstrong, Moritz Hotel, NY, for the public to store to customers. In some cities, Modern Jazz Quartet, Montgomery luncheon next Friday (23).

### 50th State Fair Broke Even on Belafonte. Darin

Honolulu, Sept. 13. Junior Chamber of grossed \$240,000 at its Honolulu, Sept. 13.

Honolulu Junior Chamber of Commerce grossed \$240,000 at its mid-summer 50th State Fair, a \$23,000 gain over the 1959 fair. Net profit was between \$25,000 and \$30,000, comparable to last year's total

Spokesman said this year's show Spokesman said this year's show "just about" broke even on the Harry Belafonte (five nights) and Bobby Darin (four nights) performances. Belafonte shows weren't. Main show in 1959 featured appearances by Ricky Nelson and the Kingston Trio, representing a loss of \$9,000.

# Sinatra Group's Cal-Neva Buy Gets Nev. Okay

new for her. This indicates the desire for expreimentation in every area of nightclubbing.

Surprisingly enough, it is not the size of salaries of the present the change in choice of headliners. It change in choice of headliners. It cal-Neva Lodge at Lake Tahoe, it is axiomatic that most cafe operators do not mind shelling out high salaries if they can get a fair return on, their gamble.

Many names have been were ast.

follows the board's recommendation:

Recommended approval was given Sinatra. Dean Marti and Henry W. Sanacola, Sinatra's agent and business associate. Action on a fourth applicant, Atlantic City nitery owner Paul E. D'Amatowas deferred pending additional investigation.

The four applied for controlling interest in the Tahoe casino-resort early in the season but no approval was granted pending an investigation. Sinatra now owns a 6% interest in the Sands in Las Vegas.

Both Sinatra and Marti who played the club's theatre-restaurant for short dates during the latter part of the season, indicated to the gaming board they would not take an active part in the club's management. Although Sinatra holds an interest in the Sands, it has been a gaming board policy in recent months to defer actions on applications for a license in a second location pending a complete investigati

### Minn. Conciliator Studies AFM-Niteries Pact Tiff

Afm-Riferies Pact Liff
Minneapolis, Sept. 13.
Musicians Local 73. AFM, and
26 night clubs and theatre bars
here are in a new contract hassishere are in a new contract hassihere are in a new contract hassihope that he can, find a way
bring about an agreement.

Present pact expires Oct. 1. The
union is asking that the "basic
wage for orchestra personnel
thosed on a 25-hour week) be raised
from \$78 to \$100 and leaders from
\$96.25 to \$125 per week. Employers
have offered 10% , spread
over three years.
From 125 to 150 musicians employed in the 26 establishments
are affected.

#### Monterey Fete Bill

Monterey Fete Bill

Monterey Cal., Sept. 13.

Program for Monterey Jazz Festival, Sept. 23-24-25, has been set by general manager Jimmy Lyons.

The program is as follows: Sept. 23, evening—Andre Previn Trio, Gerry Mulligan band, Helen Humes, Lambert-Hendricks-Ross, J. Lohrency, Sept. 24, 24fernos, J. Lohrency, Sept. 24, 24fernos, J.

### Ban on Dominican Rep Dates Eased by Mexican Association of Actors

Mexico City, Sept. 13. National Assn. of Actors which issued orders prohibiting its membership from accepting en-gagements in the Dominican Re-public, is now backing down.

When a diplomatic break with the Dominican Republic was an-nounced as an outcome of the meeting of ministers in Costa Rica, meeting of ministers in Costa itica, ANDA issued a bulletin stating, "in the future the National Assn. of Actors cannot and will not register any contracts for work in the Dominican Republic by virtue of the existing international situation."

Rodolfo Landa, head of ANDA, said that the edict is not "dictatorial" and that performers can accept engagements, if they so wish, but outside the legal support of the union. Too, he warned, entertainers face a continental boy-cett if they appear in the Donible Control of the said tertainers ace a continental boy-cott if they appear in the Domini-can Republic. Feeling against Generalssimo Trujillo is rising and diplomatic relations are being severed by most nations.

severed by most nations.

In actuality, ANDA has never registered any contracts for work in the Dominican Republic since there is no reciprocal paet with the Dominican actor's union. While performers are not making any public statements consensus is that the Dominican Republic will be shunned voluntarily while the diplomatic rupture remains in force. force. As for Dominican Republic en

As for Dominican Republic can tertainers in Mexico. Landa said no action would be taken against them providing they comply with regulations and are in the country legally. There are few Dominican entertainers here.

# Set Cast For 'Avec Plaisir!'

Rene Fraday, the Lido, Paris, producers will bring over the end of this morth, to succeed the incumbent L.do. de Paris show at the Stardust, Las Vegas, will star Edith Georges; Aleco & Vera, nude dance team seen this season in the Casino de Paris seen in the Casino de Paris show (Paris), starring Line Renaud; two comedy acts, Les Curibas and Manetti & Beck; Fichiner & His Eight Tyroleans (from Munich); and Christian Selve, production singer.

In addition, this Donn Arden In addition, this Donn Ardenstaged new show for Vegas will lift four acts out of the current Paris Lido show: Lily Yokoi, Japanese eyelist: Parker & Powers, iceskaters; Rolando, balancing; and Rudy Cardenas, the Mexican juggler. All these acts, with the exception of the last, are new to the U.S. In addition there are 16 Bluebell girls, 12 models (nudes) and 10 boy dancers.

10 boy dancers.

While the new edition opens.

Oct. 12 at the Vegas Stardust—when the current Lido show will have run 16 months, believed to be a record for the Nevada resort—it will rehearse two more weeks in LV before its U.S. premiere. All have been rehearsing in Paris for months, having their costumes fitted, 1. The 22 principals fly to New York next week, with Folco, the costume designer; Harvey Warren & Post, the set designer; music men and staff—80 people in all, in one special plane, and another plane with the costumes and sets.

Fraday states this will be the

Fraday states this will be the Fraday states this will be the most elaborate show imported from Paris because of its multiple production effects—falling staircases, dancing waters, ice stage, flying saucers over the audience, rainstorm effects, swimming pool, living curtain and the multiple rising stages. Fraday is coming to the U.S. with the show.

# Ropes-Up Biz Heartens Operators As N.Y. Nitery Season Kicks Off

## Philly Thrill Show Tops 125G Take Despite Rain

Philadelphia, Sept. 13.

Annual Hero Scholarship Thrill Show Friday (9) were forced to take cover when torrential rains blitzed the event at the Municipal Stadium, 90 minutes after the start and with four acts to go.

and with four acts to go.

Dick Clark who emceed the affair was one of the last to leave.

Among skedded guests not washed out were The Mariners and Bobby Rydell. Tony Bennett, Polly Bergen and The Three Stoges, axed by the downpour, were presented on a special telecast over WFIL-TV, the following day (10).

Show's take was estimated at upwards of \$125,000—more than double its goal.

# S.F. Alcazar Op Hits Taub With \$30,680 Default

San Francisco, Sept. 13. Alcazar Theatre operator Ran dolph Hale has won a \$30.680 damage ward as a sequel to last May's battle which delayed opening of the Josephine Baker show at his 1,147-seat house. Federal Judge George B. Harris granted Hale the award in a default judg-ment against William L. Taub, Miss Baker's ex-manager.

Avec Plaisir!

Stardust, LV

Taub originally sued in Federal court for \$157,000—he wanted it from Miss Baker, three of her troupe's members and from Hale. Taub, in his suit, claimed Miss Baker, Hale and the three others breached Miss Baker's contract with him and that Hale hadn't put memory he'd promised when he signed for Miss Baker's Alcardanger. Taub naver presses zar appearance. Taub never pressed his action.

Hale bounced back with a \$31,-500 suit against Taub, claiming the latter hadn't come up with scenery and props, that he (Hale) had to do extra advertising and that the dispute and late opening cut the crowds and his income. Taub never answered the Hale

suit: Hale's lawyer, I. B. Kornblum, made it clear Hale wanted nothing from Miss Baker—Judge Harris spelled that into the judgment against Taub.

#### Folies Bergere Moves Up Las Vegas Bow to Nov. 5 Las Vegas, Sept. 13.

The new edition of the Foli Bergere going into the Tropicana here has been moved up to Nov. 5 from its original Dec. 24 opening date. Step was taken because

the Folies' artistic director, Michel Gyermathy, has to be in Paris at the later date due to the January preem of the Folies Ber-gere in Paris.

Rehearsals for the new layout are scheduled to start Oct. 12, and the present show will close Oct. 29. New show opens one week later. The cafe room will be closed that week in order to make the adjustments necessary for the new show.

Show.

Gyermathy will again design the scenery and costumes. Billy Petch, a British choreographer, who has done the dances for the Club Pigalle, Don Juan Club and Talk of the Town, all London, will stage the dances. Lou Walters continues as the overall production supervisor of the Tropicana shows.

Walters also remains as producer for the Carillon Hotel, Miami Beach, a year-round operation. This show, now in its eighth month, marked its 1,000th presentation last Tuesday (6).

The New York nitery season is off-and-running, having officially opened Thursday (6) with one of the biggest weeks of the year, when five cafes preemed shows on the same evening. The only new spot among this batch of openings was the Camelot, an addition to the town's intimeries.

Otherwise the seasonal bows were in the well-established spots with the usual post Labor Day bellwether, the Copacabana, again starting with Joe E. Lewis as the headliner. Indications are that niteries still comprise a thriving industry.

interies still comprise a thriving industry.

The openings around town included the Copacabana. St. Regis Hotel, the Blue Angel, Camelot and the International. Greenwich Village had one bow. Josh White, at One Sheridan Square.

In most instances there was ropes-up business. The Copacabana had two solid shows, with reservations being a prime necessity to get past the doorman. The Blue Angel and the Camelot, also registered big. These two spots, incidentally, vied for the more youthful crowds.

Shelley Berman, headlining the Angel, is making his sole cafe appearance of the season, and Vie Damone seems to be picking up more youthful adherents despite the fact that he's one of the youngish vets in the business. At the Blue Angel, for example, the proceedings started at the unusually early hour of 10 p.m. and by midnight was ready to roll for the second show. There was a crowd waiting outside\* the door. This is an infrequent sight on the east-side.

The Camelot also had ropes-up

is an infrequent signt on the eastside.

The Camelot also had ropes-up
business. The St. Regis, with
Fernanda Montel opening the seascn, did swell. The International,
with Jackie Winston and Milt
Trenier on top of a show which
has been there all summer, didn't
register with the strength of the
other cafes.

One byproduct of all the openings was the fact that a number
of other spots did better because
of them. For the first time in quite
a while, there was turnaway business and some of the neighboring
cafes benefited. Beneficiaries of
the Blue Angel overflow were The
Embers, Basin St. East and the
Roundtable.

Roundtable.

The Latin Quarter had its preem of "Holiday in Japan" two weeks ago. The business pace has not yet slackened off. There is capacity for all the dinner shows, and the

that.

The nitery owners are heartened The nitery owners are heartened by the rush of business last week. To them it indicates strength at the forepart of the season and they predict the present pace will continue through October until after Thanksgiving, when only super attractions can compete with the Christmas shopping.

Also heartening to them is the new faces among the customers. They see more youthful patrons coming in and competing with the well established regulars for the better tables.

## Chi's Chez Paree Looking For Teeoff Headliner

Chicago, Sept. 13.

Relighting of the Chez Paree, originally slated for last Wednesday (7), was pushed back to Sept. 23, but without a headliner firm yet. The flagship, shut most of the summer, previously announced Red Skelton for the reopening, but the comic, who's played the room twice before in the last year, reportedly said had no knowledge of the "booking."

Management is understood disk

the "booking."

Management is understood dickering for Jimmy Durante, Nat (King) Cole, or Louis Prima & Keely Smith to teeoff season. Tony Martin plus Ford & Reynolds are down for a November stand, and there's talk of Tony Bennett and the Count Basie band for January.

#### Slapsie Maxie's Dallas Bow

Dallas, Sept. 13. Slapsie Maxie Rosenbloom. or Slapsie Maxie Rosenbloom, one-time light-heavyweight champion, will make his supper club bow here at the Statler's Empire Sept. 29. His revue has been booked for two weeks following Roberta Sher-

# Pitt Rebels at Nick Adam's Fair Fiasco as 'Rebel Without an Act'

Pittsburgh, Sept. 13.

Nick Adams, the tv actor who plavs Johnny Yuma in ABC-TV's "The Rebel," was strongly advised by both the press and fair officials here to get an act before he makes another personal appearance. Getting \$5,000 for a five-day istand, he was the siar of the Allegheny County Fair which is the biggest free fair in the country.

On opening day, Adams act consisted of an autobiography which began with "I was born-in Nant-coke, Pa. etc." This went on for 20 minutes and for two days he tried to entertain the throngs by relating his life history.

George Kelly, executive director of the fair, and his assistant, Betty Colosimo, finally told him to stop it altogether. They came up with a contest for the kids on who could give the best Confederate yell. This was any old kind of yell, but then Adams plays a discharged soldier from the Confederacy in "The Rebel" and it had a connection and the kids got the association. association.

Adams got along fairly well until ey put him on a locally bred

association.

Adams got along fairly well until they put him on a locally bred horse. While he, himself, can ride okay as ty cowboys go' the steed wasn't used to all the blank pistols going off and bolted, almost going into the stands.

Adams got another horse and asked for an independent entry with the stagecoach going first. This, too, was a mistake because a local cowboy named Steve Tomasic had his team roaring into the arena like every outlaw in the west was chasing him

Just at the time Tomasic hit the centre of the stands he took a fall off the stage like he was shot. He gave the fair officials, plenty to worry about since he isn't a stuntman and the fall wasn't in the script. But he got up uninjured as he stole the show from Adams who was just coming into the arena with, as Willam Pade of the Pittsburgh Press described, "A Rebel Without Applause."

## Borge a 'Sick' Comic

Toronto, Sept. 13.

A really "sick" comedian, who didn't even confide hismalady to Jack Arthur, producer of the Canadian National Exhibition's 24,000-

tional Exhibition's 24,000scater evening grandstand
slow here because it might
hurt the b.o. is Victor Borge
who, from Toronto medicos,
discovered that he is suffering,
from bacterial pneumonia of
the lower left lung.

Borge said that there was
nothing "heroic" in his behavior and that "there was a
great responsibility" involved
in his CNE headlining, that his
illness would, have been
lamed if the evening grandstand performances had not
been a success.

### JOHNNY MATHIS' BOFF \$102,820 L.A. SESSION

Los Angeles, Sept. 13.

The Greek Theatre here wound a nine-week and four-day season Sunday (11) with \$612,955 but was still under last year's great \$695, 600 for the lowest take in four

500 for the lowest take in four years.

Johnny Mathis closed the season with a boff \$102.820 for seven performances, third highest seven-day figure in theatre's history, exceeded only by Danny Kaye in 1957 when he did a socko \$103.700 and \$106.800, respectively, for a two-week stand.

week stand.

A pair of dance troupes high-lighted the season. "Grand Ka-buki" scored \$154.472 for 12 per-formances and the "Royal Danish Ballet" following hard with \$153,-200 for 15. The New York City Ballet wrapped up \$104,463 for 12 performances.

#### 'Capades' 58G Troy

Marlene's Wham 65G

San Francisco, Sept. 13.

Marlene Dietrich show, which closed Monday (12) night, grossed a huge \$65.000 in 10 performances at the 1,550-seat Geary Theatre. House was scaled to \$5.50-\$6. The 10 performances included three matinees.

\*\*Capades" drew an estimated 25,000 people and dregistered an approximate gross of \$58.000, at \$2 to \$3.50, on eight they were born on ice.

\*\*Most spectacular among the production numbers is "Beneath the Sargasso Sea," an ingeniously-content three matinees.

\*\*Troy, N.Y., Sept. 13.\*\*

The second company of John H. Harris' "Ice Capades" drew an estimated 25,000 people and dregistered an approximate gross of \$58.000, at \$2 to \$3.50, on eight three born on ice.

\*\*Province School in 10 performances at the Rensselaer Polytechnic Institute, Troy, last three matinees.

\*\*Troy N.Y., Sept. 13.\*\*

The second company of John H. Harris' "Ice Capades" drew an estimated 25,000 people and dregistered an approximate gross of section in which denizens of the deep flash through cloud-like sea misst for eerie effect. "Alpine Troy, last was scaled to \$5.50-\$6.

The 10 performances included last year's \$74,000 take for nine shows.

\*\*Capades" drew an estimated 25,000 people and dregistered an approximate gross of duction numbers is "Beneath the Sargasso Sea," an ingeniously-content with the content of the province of the pr

#### **Ice Show Review**

#### Ice Follies of 1961

Ice Follies of 1961
Los Angeles, Sept. 9.
Shipstads Johnson production with Richard Dwyer, David Jenkins, Lee Carroll, Gary Johnson, Bill Bikle, Patti Cranaall, Janet Champion, Lesley Göodwin, The Beattys, (2), Ina Bauer, Kermond Bros. (2), Betty Jean Clark, Frank Carroll, Barbara Myers, Mr. Frick, Sandra Kulz, Meldrum Twins, Carol Coverly Wall & Dovia The Carroll, Barbara Myers, Mr. Frick, Sandra Kulz, Meldrum Twins, Carol Caverly, Wall & Dova, The Jacobys (2), Oscar Dusseau, The Scarecrous (3), The Folliettes (32), Ice Follies Boys (32); George (32), Ice Follies Boys (32); George Hackett orch; choreography, Fran Claudet; dance instructor, Stanley Kahn; costumes, Renie; sets, Dale Hennesy music, Larry Morey; lighting, Charles Skillings, Opened, Sept. 8, 60 at Pan Pacific, Aud, L. A.; \$3,60 top.

The Shipstad brothers, Eddie and Roy, and Oscar Johnson roundout their Silver Anniversary as out their Silver Anniversary as founders of the great travelling lee extravaganzas with this slick rendition of their creative rt, which world preemed Thurs night (8) at Pan Pacific Aud. In for a brief 18 days, show as usual is keyed to mass appeal, with emphasis placed on rhythm and grace, speed and comedy as sure crowdnleasers. pleasers.

Majority of last year's favorites Majority of last year's favorites appear again this year, but two new added blade champs are show-stoppers. David Jenkins, winner of the 1960 Olympics Games and three times world champ, thrills with his spectacular routines displaying the form that won him international renown. In a Bauer, who also slots for solid audience effect, is a three-times West German champ.

Directors Fran Claudet and

man champ.

Directors Fran Claudet and Stanley Kahn have whipped up 20 standout numbers for this latest frozen delicacy which designer. Renie has topped with beautiful and imaginative costumes, if any thing surpassing past chores. Precision skating is the goal of any lice show and this is caught in both the solo and ensemble numbers, their appeal heightened by attractive people who behave as though they were born on ice.

## **Inside Stuff—Vaude**

Construction of a swank \$693,000 officers' club at the Navy's Pearl Harbor near Honolulu is expected to be completed by March 1961. Facility will have a 540-seat dining room, a smaller dining room, a cocktail lounge (natch!), lanais and offices. First such club was opened to be a converted tool shed. The new atomic age club, essentially cocktail founge (nature), tailets and offices with sach table as well as in 1919 in a converted tool shed. The new atomic age club, essentially a intery with flexible entertainment format, replaces one that burned

## Greenwich Village's New Look

is that the antiseptic apartment house trend will reach out all over the Village community. Who wants a night out in Levittown?

#### Mixed Emotions

There are mixed emotions involved in those who are fighting to preserve the old Village. If they keep out the luxury apartments, they bring in the not too luxurious beatrify.

keep out the juxury aparaments, they bring in the not too luxurious beatniks. The oldtimers, especially the Italian families on MacDougal, Sullivan, Thompson and Bleecker, Streets, where the coffeehouses have sprung up, resent the beatnik invasion. Their streets, they say, have been turned into carny shows that roar until four or five ayem. They don't like the beards, the motorcycles or the radically mixed couplings, and their antagonism has been expressed in not too subtle ways.

one-act play presentations.

Braucoup Strioperies

The Village is far from an egghead's playground, though Zen hasn't displaced sex. On W. 3d St. between 6th Ave. and W. Broadway, stripperies are undressed to the nines. Now that 52d St, has been blacked-out for the reelers, West 3d St. has become the happy howling ground. "No cever, no millenium," shouts a barker in front of one, and the picture posters in front of the Cinderella Club, Tony Pastor's, the Heat Wave and the Soiree, advertise the glories of the "Sizzling Comet," the "Dynamic Dazzler." the "Original Geisha. Girl" and "June Harlow—Jean Harlow's Nicest Nicec." Evidence of a stripper shortage is spotinghted by, the posters in front of the Heat Wave and the next-door Soiree. Both have Miss Harlow prominently featured. Also on the same block, but closer to the newly developed Washington Square Village apartments, is the Savannah Club, longtime purveyor of sepla shows. In all, it's a busy street and murder on weekends.

looks like Levittown. The big fear | Village's growing tourist volume is the off-Broadway theatre. Such productions as "The Threepenny Opera," "Leave It To Jane," "The Fantasticks," "Krapp's Last Tape" & "The Zoo Story," "A Country Scandal," "The Connection" and "The Balcony are bringing them downtown and leaving them free to roam the neighborhood after the 11 o'clock curtain.

The oldtimers, especially the Italian families on MacDougal, Sultivan. Thompson and. Bleecker Streets, where the coffeehouses have sprung up, resent the beat-nik invasion. Their streets, they say, have been turned into carny shows that roar until four or five agent. They don't like the beards, the motorcycles or the radically mixed couplings, and their antagonism has been expressed in not too subtle ways.

Beatniks, No. 1 Shill
However, the beatniks have become the Village's No. 1 lure. Time was when the gang went to the Village to razz the Krafft-Ebing crowd but now the homoshave taken second place the hetero-hobos. The trouble is nobody really kin ws who the beatniks are. Even the beatniks are looking for beatniks. They've become synonymous with the Village, though, and the espresso joints are cashing in on it, so few of the owners want to rewrite a hit. There are some who want to dump the beatnik banner but it remains to be seen whether a white collar espresso joint will do the trick. There are some who want to dump the beatnik banner but it remains to be seen whether a white collar espresso joint will do the trick. There are some who want to dump the beatnik banner but it remains to be seen whether a white collar espresso joint will do the trick. There are some who want to dump the beatnik banner but it remains to be seen whether a white collar espresso joint will do the trick. The coffeehouses have learned that they can't exist on the bean alone. Conversation and chess are still in vogue but lots of them are espresso joint will do the trick. The coffeehouses have learned that they can't exist on the bean alone. Conversation and chess are still in vogue but lots of them are even making an attempt at legit by going in for one-act play presentations.

Beaucoup Stripperies

The Village is far from an egg-thead's playeroud though the proposed the proposed the proposed the proposed to the proposed the proposed the proposed the proposed to the proposed to proposed to proposed to proposed the proposed to proposed Jazz, too, has become an impor-

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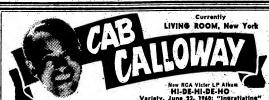
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## **Unit Review**

moments as a comedienne, and Angela McNeil is a performer with appeal. Dian Jamis, unfortunately has too little to do.

has too little to do.

The menfolk, Gene Allen, Bil
Jamis and Martin Gage, contribute equally well, Marty Farrell and
Ernie Held staged, wrote and produced this effort, Some of their
work is worthy of salvage into the
intimeries. But generally, they
missed by wide margins in several
of the tries registered here.

Jose,

**Monticello Getting Set** 

With Advance Bookings

# The Sick Sixties

The Sick Sixtles
(GOLDEN SLIPPER)
GLEN COVE, L. I.)
Gen Allen, Bil Jamis, Martin
Gage, Terry Haven, Angela
McNeil, Dian Jamis; music & lyrics,
Ernie Held; sketches & continuity,
Marty Farrell; choreography, Bil
Jamis; directed & produced by
Farrell & Held.

With the success of the Julius Monk operation on eastside New York, it was inevitable that someone would attempt an intimate revue for the road. Everything seems to point to that kind of format's commercial success.

format's commercial success.

Are not names too high and too frequently not available? Wouldn't your customers like to see smart, charming and youthful new faces? And besides the spot could use a change of pace. There are, therefore a lot of reasons, why a boniface should take a chance sometimes on an untried formula.

"The Sick Sixties" desnife the

"The Sick Sixties" despite its promises of a good title enthusiastic and exuberant youngsters and an essentially clever viewpoint, fails to come off. One of the reasons is the size of this room, which seems too large for an intimate chow.

Another is the failure of the blackouts to ignite. This fault, incidentally is germane to many other shows. Broadway producers trying to find good blackout material. This is a medium difficult to write for and as equally difficult to stage, especially in a king-

cult to stage, especially in a kingsized spot.

There is one top moment in the
show. The rendition of "Conformity" by the entire cast seems to be
an effort worthy of recounting to
wide audiences: "Inside Lady Chatterley," while it has a few good
lines, needs conside able punching
In addition, there are some
quickies, which fai to hit.

The cast, howeve; is a valiant,
talented and personable batch of
performers. Among the femmes,
Terry Haven has some standout

# THE MULCAYS

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EDDIE GAY 242 West 72nd St., New York 23, N. Y

### Sen. Morse, Rapping D.C. 'Alcoholic Breath,' Blocks New Year's Likker Bill

Washington, Sept. 13.

Washington's niteries will have to dry up the minute the clock strikes midnight on New Year's Eve—all because Sen. Wayne Morse (D.-Ore.) claims Los Angeles doesn't have as much trouble with smog as Washington does with "alcoholic breath."

"alcoholic breath."

Morse blocked Senate consideration, in the final hours of the session, of a bill which would have permitted Washington's prohibition of Sunday liquor sales to be relaxed in the early hours of New Year's day. Jan. 1 falls on Sunday. Without a change in law, the bars must close at midnight Saturday.

"I do not, intend to rout a dellar in the same and the same a

With Advance Bookings

The Monticello Inn, Framingham, Mass., is buying its talent far in advance. Thus far, spot has booked Jill Corey for Sept. 26; Will Jordan, Oct. 3; Jackie E. Leonard and Norene Parker Oct. 31; Buddy Hackett, Nov. 7; Ames Bros., Nov. 21; Nelson Eddy, Jan. 16, and Tommy Sands, May 1.

Spot is dickering for additional names as well.

must close at midnight Saturday. "I do not intend to put a dollar sign on the Sabbath," exclaimed horse. "There is no city in the nation in which there is a higher consumption of hard liquor percapit than the city of Washington to this wife way and should permit, on this way exert's Sunday, the city of Washington to become a big drunken rendezvous."

# **LQ Betting 200G on New Show** That Production Can Sub For Names

wner, and his managing director Eddie Risman are gambling \$200,-000 on the next show in that spot on the proposition that glitter, production, novelty and pictorial magnificance can take the place of names, which frequently are not available. The new LQ layout will be the most expensive show in Broadway cafe history, and far above the normal sum spent by that nitery.

that nitery.

The major item in the new production will be costumes costing approximately \$125,000 which will provide three major changes for 14 show girls, 10 dancers and a sextet of singers, says Risman. He sent a designer and head of the LQ's costume manufacturing plant to France to purchase feathers, lame cloth, have fabrics dyed and get instruction from manufacturers and couture houses on fabricating the raiment.

In addition, Risman says be

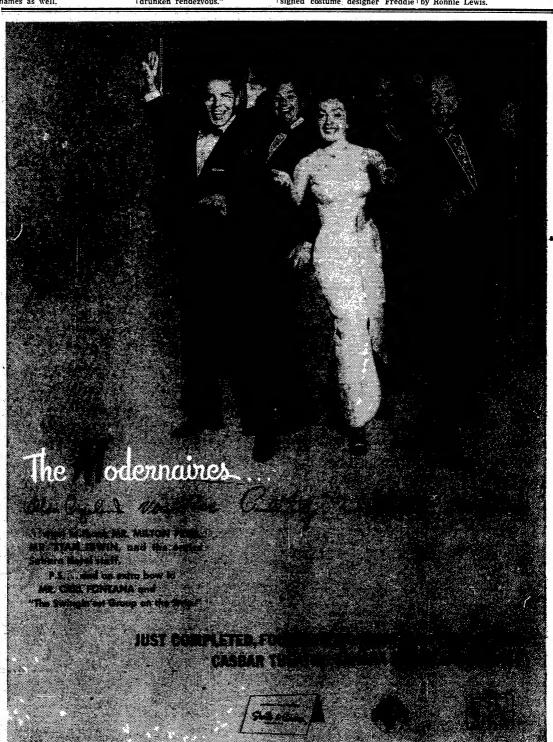
Wittop fulltime for several to supervise manufacture. The idea is to capture a nude look, without having the babes actually undressed.

dressed.

The LQ will also go heavy on sets and novelty. Risman is having moveable and circular stairs built so that the performers can be brought on in a different manner. Peter Larkin is designing special sets for the show. All this is in addition to the choreography, music, arrangements, various props and special lighting for which he will hire a light man to design the plot. The LQ has also an added gim-

duction will be costumes costing approximately \$125,000 which will provide three major changes for 14 show girls; 10 dancers and a sextet of singers, says Risman. He sent a designer and head of the EQs costume manufacturing plant to France to purchase feathers, lame cloth, have fabrics dyed and get instruction from manufactures and couture houses on fabricating the raiment.

In addition, Risman says he signed costume designer Freddie



Joe E. Lewis (with Austin Mack), Trude Adams, Johnny D'Arc, Bonnie Marie; Paul Shelley and Frank Marti bands; staged by Douglas Coudy, songs, Paul Anka; costumes, Billy Livingston (Mme. Berthe); orchestrations (Caron orchestrations) orchestrations, George \$6 minimum.

Comes September Joe E. Lewis is back at the Copa and the Gotham; saloon season swings into high. This makes the comedian's 20th semester at this East 60th St. basement bistro—this time a six-week stint—and, per usual, Lewis on the marquee is Fort Knox for boniface Jules Podell. Per usual, Lewis is Jules Podell. Per usual, Lewis is madcap, zany, pixic—all the stand-ard things that have been said about this show biz vet for more than a couple of decades. Only he, too. could get away with those zingers.

With his trademarked Scotch-in-With his trademarked Scotch-in-the-duke, whether "oiled" or mak-ing like a Methodist abstainer, Lewis "method" cutups and hie-cups sell all the way. His cur-rent libretto is perhaps beefed-up on gab and less on special song material, but the equalizen is there all the way. As always, Austin M-ck at the ivories is a solid foil. Podell has a solid booking in Trude Adams, an authoritative and personable songstress who, even Trude Adams, an authoritative and personable songstress who, even when essaying familiars like "Anything Goes." "Got World In His Hands" and "It's All Right With Me," gives them elan but she wisewhen essaying when essaying and "It's All Right With Me," gives them elan but she wisely segues into a couple of specials, notably "Corn Is" (show biz salute). "Gyosy's Advice" and "Got Love." She has her own special pianist-arranger and she sells to the hilt. Perhaps the finale forte fanfare should be pianissimoed, because the upbeat all but drowns out her voice—and she's not lacking for lungoower.

Disker Paul Anka gets fullface billing for the special songs (wæm) which he wrote for this new show; "In his own metier, standing up to what he writes for himself, his pattern of patter is neither stylized nor way out in the manner of the sick gentry. His quick wit, at times for starfelle of this stopover.

Doug Coudy's staging is fastpaced, per usual. Per usual also, the Paul Shelley band backstops the show well, spelling Frank Marti's chacha-ites on the dansapation.

Lewis continues an alert and savvy performer, for all his table-Scotching. The topical zingers range from Beverly Aadland and her ma ("a family that plays together") and Z-a Z-sa Gabor ("dedicated to the proposition") to Adlai Stevenson ("who says the right thing at the right time to the to Adlai Stevenson ("who says the right thing at the right time to the wrong people.") and Frank Sinatra ("if Kennedy gets in he'll buy two points in the White House"). He plays the politico topicalities obliquely ("I'm not prejudiced because Nixon is a Quaker"); he personally is an "osteopath—I'm around the joints all the time"; zings off "I'm Lady Chatterley's Lover" and a parody on "Mack the Knife." among other ribaldries; and attests to his al fresco condition by Kniie." among other ribaldries; and attests to his al fresco condition by observing, "If I'm standing up I'm ahead." A VIP show biz turnout for the opening night midnight show gave vivid testimonial to their acceptance for Extension of the resulting of the resu claim of Joe E. Lewis as an Ameri can nitery institution—long may be waver. New maitre d' hotel he waver. New maitre d'hot Bruno will have ropes-up biz fi ceme time ahead. Abel. Bruno

#### Flamingo, Las Vegas

Las Vegas, Sept. 8.
Ray Bolger, Dorothy Louden,
Muriel Landers, Linda Green, Don
Kirk, Barry Ashton Dancers &
Showgirls (12) Nat Brandwynne
Orch (15): produced by Ray Bol
ger and Jeff Lewis; special choreger and Jeff Lewis; special chore-ography, Barry Ashton; \$4 mini

Ray Bolger has bounced and glided back into the Flamingo Room, and with him are a couple of femmes who appeared in his February show—Dorothy Louden and Muriel Landers—who handily help make this "Music of Sound" revue a solid piece of entertainment. Song and Dance man Bolger is generous with the footwork in the outing, and he also clicks as a major league comedian.

Comedienne-chirp Miss Louden, graduate cum laude from the chic supper clubs, again gets praise, this time in the form of well-deserved yocks from appreciative audiences. Very funny in her

star this time, 13-year-old Linda Green, a personality packed young-ster who's especially effective ducting and dancing with Bolger in "You Make Me Feel So Young." Such songs as "Red Red Robin" Such songs as "Red Red Robin" are good for her, but she should edit "Shimmy Like Sister Kate." Miss Landers, the rotund comedienne, is again the perfect foil for Bolger. A plant in the audience, the soign bir for an billerious term.

she joins him for an hilarious terp routine.

Barry Ashton's choreography is interpreted by a group of ultra sophisticated dancers and show-girls (12) in a pre-Bolger splash, which is sung by baritone Don Kirk. Jeff Lewis, who co-produces by baritone Don who co-produces ides with proper Bolger, guides with proper on the 88 Nat Brandwynne's with flair on the 88 Nat Brandwynne's orch (15). Show in for four frames.

Duke.

#### Slate Bros., H'wood

Hollywood, Sept. 9.
Jack Douglas, Reiko, Gus Bivona
Trio; \$1.50 cover.

Washed up on the new wave of stool comics is perhaps the wildest of the lot, Jack Douglas, author, raconteur and writer of his own material. For the ensuing four weeks at the Slate hospice he'll regale and convulse the populace or that segment of it that takes it's pleasures with high lace or that segment of it that takes its pleasures with high spirited potables. He jam-packed the boite to open the stand and the skin-tighted cocktail girls should pick up a lot of mileage. Long before he came to national notice as a cog in the free-wheeling Jack Paar late night revelries, on television Douglas was one of

strong trade flavor that sets well with the clientelle of this stopover on La Cienega's restaurant row. His monology is crisp and fresh, carelessly paced and tossed with the abandon of a mixed-up jester. As a drummer boy and bugler. As a drummer boy and bugler strictly as a sight gag. Douglas stormed up a DC8 whirlwind of yocks. He had only one Paar joke, couldn't stay away from David Susskind and likened the nitery's crinkly curtains to a coffin for

Susskind and likened the nitery's rinkly curtains to a coffin for Primo Carnera. Danny Thomas got a few laughs of his own with the intro of Douglas and then it was bedlam rest of the way.

A demure Japanese singer. Reiko by name, won over the revelers with a tiny voice as the leadin to her blasting jazzlque. She's a refreshing innovation in the usual noisy intime of these low-cellinged, smoke-filled bistros. Gus Bitoma's trio whips up a Gus Bivona's trio whips up a musical tempest while the acts are warming up or cooling off.

Mister Kelly's, Chi.
Chicago, Sept. 5.
Felicia Sanders (with Irving Joseph), Buddy Lester, Marx-Frigo Trio; \$2.50 cover.

Both halves of bill are first-timing in this chicery, and it scarcely reflects on them to note more oxygen per head can be expected than during the preceding Mort Sahl b.o. rouser. New tandem drew a respectable Labor Day eve turnout that bodes a nice two-week accounting.

drew a south of the country of the country of the country.

Absent from Cht several years, Miss Sanders is a cinch for repeat here if she wants it. Her songstering has has the requisite dynamics — moxle, vocal shading, keen dramatic sense—in spades. Few are her equal at the sort of mood-changing that keeps an audience riveted all the way. Her classy catalog (cued by 88er Irv Joseph) showed all dramatic sides—from a torchy "This Nearly Was "through a humorous "Be-stream" through through through the stream through t

Joseph) showed all dramatic sides —from a torchy "This Nearly Was Mine," through a humorous "Begat," "West Side Story" olio, and very impressive "Speak Low." Hometown comic Buddy Lester is another of the atypical bookings for this spot in past year or so, and as long as he can pull enough old-schoolers in, there should be a good laugh count per his teeupper. Small stage crimps some, but most small stage crimps some, but most deserved yocks from appreciative is mall stage crimps some, but most audiences. Very funny in her of his perennials are reprised — pseudo-blase style, her out versions of "Every Street's a Blvd. In Old New York" and "I Got Plenty O Nothin" "(dedicated to the Dept. of Internal Revenue) are classics. Miss Louden is a good bet for headline status.

Bolger intros another embryonic "Mall stage crimps some, but most bere of propried with some parodies, barrage of propried to her or her of product on the some parodies, barrage of propried — or her of her or he

the best-controlled among the pop-balladeers, with a showmanship flair which goes over big with the cafe society mob.

On opening night, Damone was handicapped by a mike with a vibrato of its own, but he managed to lick the technical hurdles with some solid belting of a standout songalog. Backed by the Dick Sta-bile orch whose 10 men were as jammed on stage as the customers were out front, the singer opened with a zinging "Falling In Love".

and rolled through such numbers and rolled through such numbers as "The Real McCoy," "You Are Too Beautiful," "The Most Beautiful Girl in the World," a medley from "Porey and Bess" and a socko "When My Sugar Walks Down The Street," among others.

The Street," among others.

His by play with Stablle and his give-and-take with the customers, including some cadging of drinks from the down-fronters, all added up to a demonstration of an assured, slick falent.

Expressible him in the layout

Supporting him in the layout re comic Earl Hall (New Acts) Supporting him in the layout are comic Earl Hall (New Acts) and the Page Cavanaugh Trio, a staple on the New York nitery circuit and, as always, a dispenser of highly listenable between-show

#### Flame Room, Mpls.

Minneapolis, Sept. 9.

Dorothy Dandridge (2) Harry
Fruhman, Francis Dear Orch; \$2 cover.

Dorothy Dandridge is a gal who can munch an apple while she's singing and still manage to look and sound great doing it. She resorts to this bit during a calypso number in her act. Later she sips champagne, a more appropriate refreshment in this lavish Flame noom setting, while crooning a romantic ballad.

romantic ballad.
With or without edible props.
Miss Dandridge is, herself, a tasty
dish. She sings with a sort of "cultured sexiness," and her nifty out-

dish. She sings with a sort of "cultured sexiness," and her nifty outtred sexiness," and her nifty outtred sexiness," and her sirking beauty. This is her first appearance in Minneapolis. She's the first Negro performer to play this Radisson Hotel nitery, just as she was the first of her race to appear at the Waldorf-Astoria five years ago. One of the Flame Room's largest opening night crowds waited patiently for Miss Dandridge's appearance—half an hour late because of a mixup by the singer in locating the hotel elevator. The delay could probably be charged to first-night jitters, as could Miss Dandridge's apparent tension which detracted from an otherwise faultless preem performance.

Miss Dandridge's own conductor, Harry Fruhman, accompanied her nicely on the 88 with fine backing from Francis Dear's orchestra. She continues here through Sept. 22 with Vaughan Monroe following for one week. Somethin' Smith and the Redheads open a fortnight engagement Sept. 30. Rees.

Talk of Towns. London

#### Talk of Town, London

Talk of Town, London Sept. 9.

Eartha Kitt, Aleta Morrison, David Wilkinson, Pat Ferris, The Rayros Bros. The Trio Morlidor, Girls About Town (24). Bos About Town (4), Pat Dodd, Jack Peach, Tommy Thomas, Sydney Simone & Orch. Ido Martino Orch, staged by Robert Nesbitt; choreography, Billy Petch; decor, Rod Kingham; orchestrations, Burt Rhodes; costumes, R. St. John Roper; minimum \$6.75.

"Talk of the Town," on the old

Vic Damone with Dick Stabile slick evening of two shows, dancing and dinner and the deft touch of Robert Nesbit has pulled off another evening that should make A new eastside intimery, the Camelot (no biz relation to the Roundtable, also from the King, there is still a bit of life in the Arthur legend) is geiting off to a old capital. Main attraction, of swinging start with its kines from the Roundtable, also from the King.

A new eastside intimery, the Camolof (no bix relation to the Capital). Althour legend is getting off to a swinging start with its kicked footself booking of Vic Damone. Perhaps too much so. On opening, night Thurs. (8), the pressure of the ropes-up crowd became heavy that reservations didn't mean a thing and many a top was being blown at the maitre d.

The joint was packed so tight that the waiters had trouble threading their way through the customers. Fact that the air-rouble threading their way through the fucustomers. Fact that the air-rouble the general temper.

As headliner, Damone proves himself, a very capable pro on the nitery circuit. Some of that Sinatra-Dean Martin, etc. influence obviously rubbed off on him during, his Hollywood stay. And now Damone parlays his excellent set of pipes, undoubtedly one of the best-controlled among the pophalladeers, with a showmanshif flair which goes over big with the cafe society mob.

On opening night, Damone was abandicapped by a mike with a vibrato of its own, but he managed to lick the technical hurdles with some solid belting of a standout songalog. Backed by the Dick Stabile orch whose 10 men were as jammed on stage as the customers were out front, the singer opened to the control of the season with probably as potent a boo, getter as it will at the intered is still. Amin attraction, of swith research stilling for the beacon with its kicked for the season. It was a show strong enough to have patrons, was the still with the season with probably as potent a boo, getter as it will at the propagate for the propagate for the propagate in the season with probably as potent a boo, getter as it will at the propagate for the propagate for

emerges as a very agreeable evening. Rich.

#### Ciro's. H'wood

Hollywood; Sept. 9.
Diana Dors, Al Harding Orch
(10); \$2.50 cover, no minimum

Aside from the curious, Diana Dors isn't apt to stir up much excitement from a business stand-noint during her current Ciro's limited engagement. It's the English born actress' first time around locally as a bistro entertainer—but it's not likely that she'll re-

peat in the near future.

Actually though, it's not all the fault of Miss. D. Her act is pleasant enough. But it's just that this town rarely supports if at all, any act unless it's strictly of big league.

Informately this platitude. stature. Uni Unfortunately this

stature. Unfortunately this plat-inum blonde hasn't reached that plateau as yet.

Well endowed physically, the buxom Miss Dors shows an okay voice that's supported in part by four boys called "The Unwash-ables."

ables."

The guy quartet, and a turn of mimicry on Ertha Kitt, Lena Horne. Marlene Dietrich and Mae West are Miss D's best conributions. Her biggest asset is the warmth, and cuteness she projects to the audience.

Vocal offerings included "This Could Be the Start of Something."

Vocal offerings included "This Could Be the Start of Something, Big." "How Long Has This Been Going On?" and "Wouldn't That Be Lovely." Al Pellagrini draws credit as musical director of an act staged by Lou Spencer. Show is booked for two-weeks. Kaja.

#### Trade Winds, Chi

Chicago, Sept. 8.
Buddy Hackett, Loray White, Joe Parnello Trio; \$2 cover.

Buddy Hackett's firstle in this new spot (opened last spring) seems to have more of the softsell that previously was only a sometime quality of his turn. It's a plus in his case because he's got the funny stuff and charm to go with the easy pedal.

easy pedal.
His sure bits retain their potency—the "booze and broads" angles,
domesticity, Mickey Spillane rakeover, and some pretty fresh slants
on t's "Gunsmoke." But now and
then, for all his skill, there's questionable taste in his other pat stuff,

then, for all his skill, here's questionable taste in his other pat stuff, including the onceover on pimples and hirsute nostrils.

It's much to his credit that the talkalog is garnished, albeit lightly, with some sage satiric comments. They're subtle, but there for the acute-minded to pluck. Capper is the inevitable Chinese. Walter routine for top mitting.

Thrush Loray White was a last-minute sub for reportedly alling Rose Hardaway. Her dusky piping never gets past the surface of a tune, and session found interest straying despite a catalog of potent familiars. She works confidently but is given too much to those literal gestures. Joe Parnel-Pit,

Blue Angel, N. Y.

Shelley Berman, Noel Harrison, Barbara Gilbert, Jimmy Lyon Trio; \$6.50 minimum.

The Blue Angel after its second The Blue Angel after its second-hiatus for the summer reopened, for the season with probably as-potent a bo. getter as it will at-tain this season. It was a show strong enough to have patrons waiting for the break outside the front door, amazing sight for the east side.

sizzle, and the Trio Moridor, two girls and a "golliwog" with a most amusing plece of minding.

With Sydney Simone's orch and Iso Marlini and his Latin Rhythm in good form for the dancing, might out at "Talk Of The Town, emerges as a very agreeable to the son's ambition to learn the more responsible to the spic crafts.

on a father surrendering his logi to his son's ambition to learn the thespic crafts.

Prior to doing his telephone bit, Berman launched into one of the customers, a quiet medler who must have been quite annoying to him. His attack on the patron wasn't funny. It was punctuated with appeals to the audience and to the owners to eject said citizen and with some self-righteous lines such as his claim that it was not only incumbent upon him to entertain, but to maintain order as well. Drunks and dullards are sometimes the lot of entertainers in the night clubs. But patrons are still the people who pay the tariffs, create headliners and are the ultimate bosses in this sphere. To those in any other section of the room, the attack was uncalled for.

#### Sahara, Las Vegas

Las Vegas, Sept. 6.
Dan Dailey, Connie Francis,
Wynn Gould, Bill Chatham, Jir
Cross, Stewart Rose, Marilyn Johncross, stewart Rose, Martini Johnson, Moro-Landis Dancers & Show-girls (18). Louis Basil Orch (23) conducted by Jerry Fielding for Dan Dailey and Joe Mele for Con-nie Francis; produced by Stan Irwin; choreography, Moro Landis; staged by Camille Williams, \$4

With proper editing, the Dan Dailey show should settle down to a satisfactory hunk of entertain ment, since it has all the ingredi-

ment, since it has all the ingredients for success.

The personable Dailey, a typical song & dance man, is more effective in the pedal department than he is with the pipes, but he pulls hefty yocks with a lampoon of the teenage recording stars. "Wardrobe Mistress" Wynn Gould is a strong asset to the proceedings with her surprise songology, and dancers. Bill Chatham and Jim Cross are fancy footmates for uancers Bill Chatham and Jim Cross are fancy footmates for Dailey. Trio gets laughs with a "newspaper fan dance" which Dailey claims "was stolen by an act down the Strip at the Star-dust."

act down the Strip at the Stardust."

Dailey intros Connie Francis in this outing, and the Vegas debut of the chirp brought brisk mitt action from first-nighters. The brunette looker is equally at home as a belter or balladeer, and clicks big with an r&r version of some Joison hits. Her enthusiastic reception here indicates she'll be a powerful draw for any nitery.

Jerry Fielding, as conductor of the Louis Basil orth (23), is a potent pilot for the party.

Stewart Rose and Marilyn Johnson admirably dub the vocals into an overlong salute to the 50th state, which features Freddy Letuli and his Polynesian Bora Bora Dancers, the '18. "Most American Girls in The World," and the expected tribal warfare, torch juggling, swordplay, rain, wind, thunder, lightning, hip-tossing, and a volcano. The 35-minute effort was concocted by Moro-Landis Productions,

The Dan Dailey Show, which ran 100 minutes at the intial unveil.

of tons, of the Dan Dailey Show, which ran 110 minutes at the initial unveiling, is set for four weeks. *Duke*.

Hotel St. Regis, N. Y. Fernanda Montel, Milt Shaw's Orch and Walter Kay Trio; \$2.50

Comes the new fall season and the posh Maisonette of the St. Regis unfolds its new-season portals and, invariably, it's either Fernanda Montel or Julie Wilson as the reopener. The Gallic gal won out this semester although, not to put it on any nationalistic basis, there seems to be a vogue this upcoming season for favoring the Yank thrushes in this and contemporaneous rooms, viz., Rosemary Clooney as the Waldorf-Astoria's Empire Room reopener, Joan Gilbert and Gloria deHaven booked to follow Miss Montel, etc. None the less, still another French chanteuse opens tonight (Wed.) at the equality swank Persian Room of the Hotel Plaza, although Gogi Grant and Jane Froman are in the Plaza's future book.

Most important is the talent po-

Most important is the talent po-tential, and Miss Montel manifests it to the fullest. She has extended her Anglais translations and, at the same time, has also given her repertoire wider UN connotations with excerpts from the Spanish and Italian hit parades. Most important hit parades. Most important has eschewed what she herself used to deprecate as "the corny French hit parade." The Gallic in-ternational favorites she retains have special flavor and special Montel interpretations.

weeks capacity house at Wednesderleinterpretations.

Songstress obviously takes her chores more than casually. No longer is she the tail, lissome clothes horse with a femme fatale mien; she's a serious diseuse, albeit not too heavily so, and seemingly so working on extending her global appeal. With special tailoring (in the Irene Bordoni manner) she uld fit into an American legit musical. She's a striking beauty who commands attention. She sets off her high blonde coiff against a dramatic black gown (Rodriguez of Madrid shares haut couture credit ith Paris' Balenciaga) and she works with a customer-willingness that's undeniable:

There are some new ones and some familiars, such as 'I Love Paris' (English', "Petit Bal" (well-interpreted) and "l'ai Les Blues," nee "Mood Indigo." "Oui, Oui, Uoui" is a forte opener, "Bleu. Interpreted) and "Jai Les Biues, nee "Mood Indigo." "Oul, Oul, Oul, Oul, Oul, Oul, Oul, Is a forte opener; "Bleu, Blanc, Rouge?" (the French tricolor, in relation to Tamour, what else?), "La Dolce-Vita" and "Romantica" (both Italo), "Pour Un Homme" (solid torch), "Le Popocatepet!" (Mexican influence). She does a solid 45 minutes and in exacting manner which makes, this repertoire even tougher, for Milt Shaw, and his AFMites who do a tiptop job. Shaw is the chanteuses' delight, backstopping them like Yogi Berra in spades. Besides

teuses dengnt, backstopping them like Yogi Berra in spades. Besides the way he gets 'em out for the dansapation, gives the room a rousing Roseland esprit, unusual for a "society" band. Shaw its spelled by Walter Kay's equally seasoned, trio.

Walter Kay's equally seasoned trio. With the new Serge Obolensky-Bill Zeckendorf management control. It's worthy of recording that they know enough not to rewrite a hit. As a matter of fact it's an old story for Col. Obolensky because, for him, it completes the cycle. The same tiptop service is there, under maitre d' August's expert guidance; Anna, the vestiare knows half the clientele by name; the unique character of an old tradition in a sometimes too modern dition in a sometimes too modern dition in a sometimes too modernevolution remains intact, at least
here, save for the new carpeting
and paint job, and even there the
motif and of the decor has been
maintained. It has often been
noted that the St. Regis is among
"the last of the Mohicans" in the
better Manhattan manner of servtee. Abel.

The Shoreham Terrace winds The Shoreham Terrace winds up the under the stars season be fore switching to the plush Blue Room) with a bill headed by chanteuse Suzanne Nicole supplemented by Hal Loman's two girls and a boy dance trio. The program is no rouser, but seems to provide the kind of subdued and tasteful fare expected by Shoreham patrons. Without considering her vocal talents, Miss Nicole is one up on most femmes plying the supper.

taients, Miss Nicole is one up on most femmes, plying the supper, club circuit simply by virtue of strikingly good looks—a statuesque-frame topped by an elegantly blond head. Splendidly robed and flaw-

lessly coiffured, she could have won applause for her beauty alone.

By her own admission she never By her own admission, she never quite got off the ground with her singing, however. She claims the few selections (such well-knowns as "Lover," "Old Devil Moon" and "You Made Me Love You") allow-ed for her 15-minute stint barely gave her time to warm up.

At any rate, she only seemed to be beginning to hit her stride with the last tune, "Up a Lazy River." Only then did she appear to be exerting something approaching full lung power and free-wheeling avapherance.

exuberance.

Hal Loman and his Playmates
(Judi West and Patti Morrow)
danced competently enough. But
again the quarter hour allotted
probably helped to stymie them
from full development into
hesive act.

The Singing Strings provide
perambulating violin interludes,
while Rob Cross ac usual displays.

The Singing Strings provide perambulating violin interludes, while Bob Cross, as usual, displays his talents as a top-flight accompanist for Miss Nicole as well as for the dance floor occupants.

#### Ash Grove, Hollywood Hollywood, Sept. 8. Bud & Travis; \$2 admission.

For this folk music mecca. Bud For this folk music meets, and & Travis, youthful singer-guitarists, are a natural. Act is in for four weeks, capacity house at Wednesday's (24) opener indicates boys should maintain the sardine at-

#### One Sheridan Sq., N. Y.

Josh White with Bul Lee, Clancy Bros & Tom Makem (4), Logan English; \$2 music charge.

Downtow and its headliner is Josh White who made his profes-sional debut there 20 years ago.

Another throwback to the Cafe Society days is drumbeater Ivan Black Black handled the room for Barney Josephson then and he's now doing the same chores for the owners. Kelsey Marechal and Marty Lorin.

The spirit is the same even though there are no spirits. Spot has no liquor license so it serves such stimulants as coffee, tea, cold rding that cider, orangeade, ginger ale and their routines although they ve done the same numbers so many groceries include by writes, macalensky bepletes the service is the customer of the control of

music charge at the door.

Mitte hasn't changed much in his two decades of balladeering. Still one of the most effective folksingers around, he's able to score with the college crowd who were in the cradle when he started as well as with the oldsters who cheered him on at his start. His style is smooth and his approach is carefully etched.

Self-accomplised on musical and

the last of the Mohicans" in the better Manhattan manner of service.

Abel Self-accomping on guitar and with Bill Lee assisting on bass. White runs through a flock of classic items that pay off in every dispartment. One Meat Ball. "Scarlet Ribbons." I'm Gonna Suzanne Nicole, Hol Loman & Move To The Outskirts Of Town." I'm Gonna Move To The Outskirts Of Town." Scarlet Ribbons." I'm Gonna Move To The Outskirts Of Town." His Playmotes (3). Singing Strings "Black Girl." "You'd Better Get (11). Bob Cross Orch (12); \$2.00 town. The Shoreham Terrace winds in his repertoire that people see to want to hear over and on the properties of the start season (be) over again. over again.

over again.

It's a folk-loaded bill that the spot is featuring this session but the packed house at the two shows opening night Thous. 31 never tired of the action. On the bill are the Clancy Bros. & Tom Makem and Logan English. Both turns are reviewed in New Acts.

Spot goes legit Sept. 28 when a new musical. "Greenwich Village U.S.A." moves i Owners, how-

International, N. Y.

Milt Trenier, Jackie Winston, Boots McKenna guys and gals, Michael Durso Orch; \$6 minimum.

With an audience that included a bachelor party, a bar mitzvah contingent of early teenagers, a bevy of southern matrons, and a squad of on-the-town GIs, it was squad of on-the-town GIs, it was hard to guess what the performers at Jack Silverman's International would be up against. As it turned out, the verdict was split, with swing singer Milt Trenier getting a rousing reception and veteran comic Jackie Winston receiving a rather tepid, albeit polite sendoff.

rather, tepid, albeit polite sendoff.
Trenier could do no wrong from
the moment he took over the floor.
Except for one ballad, "Try a Little Tenderness," he maintained a
swingy pace and had the partygoers
and regulars snapping their fingers,
clapping their hands, and stomping
their feet. Negro lad also has a
neat, line of between-tune patter.
It's friendly and informal and establishes a warm rapport with the
audience.

His singing style is contagious, as shown by the unsolicited rhythmic accompaniment of the tablers. For accompaniment of the tablers. For the most part, he employs a hand mike and makes his way around the raised stage in a sort of jazzed up marching step. He connects each time with such offerings as "Day in and Day Out," "Just in Time," "Mack the Knife" and "Personality." The customers called for more, but Trenier finally begged off with a real swinging "Bill Bailey."

For Winston It was an uphill climb. He's a likeable guy, but all his material could do is arouse a nis material could do is arouse a citter here and a chuckle there. Winston knew he had his back to the wall, but the unenthusastic response did not deten him. He resorted to the traditional out of comities in cute consequences. sorted to the traditional out of com-ics in such a predicament by ex-plaining, in a kidding way of course, his stories or indicating that "this, it." His unfunny double entendre and unsubtle homo gags proved of no help. Moreover, Winston should have, known better than to resort to this stuff for he was awar of the pres-stuff for he was awar of the presknown better than to resort to this stuff, for he was aware of the pres-

English; \$2 music charge.

The changing Greenwich Village seen is hardly noticeable at One through a little. However, he took Sheridan Square. The new spot, which is doubling as a nitery and an off-Broadway theatre, is on the site of the once-famed Cafe Society Compared, with his earlier wellow bowntow and its headliner is come be a compared with his earlier wellow. back. He stayed to the bitter end. Compared with his earlier welcome, he closed to a fairly strong mitting. For his final routine, he dropped the standup patter and resorted to props—a beat-up straw-hat and cane, a scotch outfit to imitate bagpipers, and a hillbilly getup. He danced, he pranced, he imitated he yodeled carboned Danny Kaye, Chevalier, and generally clowned. The customers apparently appreciated his detery appreciated his det efforts and hard work. parently mined

The Boots McKenna guys and gals manage to put some spirit in their routines although they've done the same numbers so many

#### Sheraton-Blackstone In Chi Revives Show Policy After Longtime Hiatus

Chicago, Sept. 13.

Soprano Evie Eract and Franz Benteler's mannered tooters (4) were teamed last week to incept a show format in the plushy Cafe a show format in the plushy Care Bonaparie (nee Balinese Room) in a Sheraton-Blackstone Hotel proj-ect to adrenalize the place. In-time room's debut a few seasons ago with a "high fashion" chowgo with a "high fashion" chow-and-liquor list was a transparent attempt to buck the Ambassador East's Pump Room with its con-sistent bluebook trade; but the Bonaparte, though satisfactory, Bonaparte, though satisfactory, never hit expectations or dented its rival's prestige.

It's a folk-loaded bill that the spot is featuring this tession but the packed house at the two shows overling, night Thors. (3) never tred of the action. On the bill are the Clancy Bros. & Tom Makem and Logan English. Both turns are triviewed in New Acts.

Spot goes lepit Sept. 28 when a new musical. "Greenwich Village with its Napoleonie motif—doesn't U.S.A." moves i Owners, however, plan to hold on to their nitery financhise by running a "Midnight Special" show after the curtain.

There are reasons, of course—owner these are reasons, of one special special

though as the Blackstone has seen,

though as the Blackstone has seen, that alone doesn't pull.

Important to the entertainment field is that this class hospice is back in the show orbit after a many years hlatus. It opened, circa mid-30s, as the Balinese, with bands and chirpers, shutting down a few years later when management shifted entertainment to its Mayfair Room, poshy haunt for the social set and since given over to the banquet-meeting circuit. (It's now too lucrative, in fact, to revert to a public showcase.)

Miss Eraci, a petite Associated Booking chirper, is on an indefinite ticket, using first two weeks to display her regular supper club act which circles operatic, show tune and Italo numbers, accomping herself at the Steinway on a couple of titles. Her piping is nice though somewhat metallic, and certainly, impressive enough to register with the ermine crowd.

Plan calls for the layout to groove, in about a fortnight, into a "salute" format, probably leading with the Jerome Kern songbook, though that's yet to be set. Besides adroit backstopping, Beneler's ensemble (third seasoning in the room) cuts a charming preshow book scoping Broadway-Vienna romantics with strolling fiddlers.

Incidentally, no cover or minimum.

Incidentally, no cover or minimum

#### Gatineau, Ottawa

Ottawa, Sept. 9.
Jimmie Rodgers, Jerry Cooper,
Craig Day Dancers (5), Russ
Thomas Orch (10); \$2 admission.

Jimmie Rodgers, exuding youth and boyish charm, is current (to 14) in a string of clicko names that keep business good at the Gatineau Club. As he should, he brings in most of his disclicks. After a four-song session of standup chant, he hauls up a high stool and guitar and works a stanza of folksy items that collect solid attention.

Rodgers brings the customers into the act, even makes his own goofs and table-side hecklers pay off. Backed by nice arrangements from the Russ Thomas house band,

from the Russ Thomas house band, his socko piping garners mitting throughout.

Veteran chanter Jerry Cooper, held over, produces a new session this week including a hat song, a tune about the garment industry and some comedy gab. He retains his fave trombone-chant bit on the session of the and some comedy gan. He retains his fave trombone-chant bit on "Saints" with band soloists up to the microphone for dixieland items. Also ho, are the Craig Day Dancers with three routings each show.

#### Left Bank. N. Y. Danny Apolin Hazel; \$3.50 minim Trio, Eddie

Dick Kollmar's Left Bank gener-Dick Kollmar's Left Bank generally has a set of performers new to these parts and who provide more general interest. Kollmar, in this operation, has some distinct problems in lining up his show inasmuch as the talent has to be proficient at instrumentals before 10 so that diriers can escape the cabaret tax. Players must also be adept at their music and have distinctive vocal styles after that hour for the late-trade.

The present lineup calls for a

for the late-trade.

The present lineup calls for a single and a group, both of whom carry considerable merit. In the opening slot is Eddie Hazel, who does the soft piano work during the dinner session, and after that contribs songs and accomps himself on a guitar.

the dinner session, and after that contribs songs and accomps himself on a guitar.

Hazel has a pleasant voice and a flair for hip overtones on the standards. He gives the tune a good ride and imparts a lot of vocal and musical tricks which impel listening. Like many in this genre, he has to knack of many jazzsters who provide a note of improvisation to the songs. His work comes off well in this spot.

The Danny Apolinar Trio comprises the maestro at the piano, with bass and drum backing him. Apolinar, of Filipino extraction, works with a musical mixture of many schools of thought, none of which stems from orthodoxy. One of his gimmicks is the inclusion of hits of past years, necul'arly germane to that period, which lyricwise would never warrant a present day revival.

He modernizes the music sharply which when superimosed on the

Drake Hotel, Chi

Chicago, Sept. 9. Myron Cohen, Jimmy Blade Orch (5); \$2.50 cover, \$3 Fri. Sat.

Though switching storvteller Myron Cohen from the Chez Pares to the poshy Camellia House to open latter's season) had the audacious quality of an outrageous military maneuver, the hindsight re-actions now are likely to have that "well, why not?" ring.

"well, why not?" ring.

Briefly, this bluebook establishment faced the law of diminishing returns by strictly enforcing the chantootsie policy that heretofore had primed the spenders. While situation didn't result in radical overhaul, some departures were mapped out—notably the Cohen gambit. His opener decides a couple of things, at least—that he, but not any, comedian can work the per or unings, at least—that he, but not any, comedian can work the room—so that, if the stand winds up the success that's augured, it won't betoken a rush to buy up other comics.

In the unfoldment of his turn, it was evident that Cohen's own hallmarks were indeed compatible

hallmarks were indeed compatible with the spot — the elegant, well-manicured delivery, and, for the most part, the universality of his dialect humor. The ex-silk salesman is peerless at looming the funny yarn, adding a lacey touch here and there.

He seems now to favor more the short (relatively) joke as against the protracted one, and though he's deft at any length, there has always been more delight in the longie with its greater latitude for facial mimicry and pregnant pauses. And, as always, he knows when to quit.

If there is a flaw, and it some-

when to quit.

If there is a flaw, and it somehow seems minor, it's in Cohen's coyish tendency to self-efface and ame-drop. But minor it is against the bullseye register of his catalog, as the firstnight laughs certified. Pertinently, the house to this reviewer looked about full, and was duplicated for second show—and for many of the customers it was obviously a fresh encounter.

Back again on the bandstand is

Back again on the bandstand is the Jimmy Blade crew for savvy cueing of patron dancing. Thrush Diana Trask opens Oct. 1. Pit.

Village Vanguard, N. Y.
Gerry Mulligan Orch (13), Bernard Peiffer; \$4.50 minimum.

Max Gordon has taken a calculated risk in bringing Gerry Mulligan's 13-piece orch down to his Village Vanguard for a third time. Band's \$3,500 a week take is a big nut for an intimery such as this cellar club to make up but Gordon figures that he can't do worse than break even and if things start swinging nicely these early September days, the band's two week stay could end up in the black.

Anybow. Gordon figures the

stay could end up in the black.

Anyhow, Goreon figures the
Mulligan booking is worth the
gamble because of its marquee
value, the change of pace from the
small combo routine and the solid
musicianship inherent in the
band's styling. Gordon seems to be
right on all counts, especially the
latter.

latter.

Although It's a comparatively small room for the size of the band, the sound never gets to blass-monortions. Mulligan is a proportion of the say that to say out proportions. Mulligan is a serious musician with a lot to say and he knows just how to say it within the confines of the Vanguard.

The arrangements are the key to his work. They're imaginative, provoking and at all times interest-ing even when he strays far out ing even when he strays far out of the melodic route. He puts a lot of lively moods into Fats Waller's 'Sweet and Slow" 'Johnny Hodges' "18 Carrots For A Rabbit" and John Mandel's "Black Nightgown" from the "I Want To Live" score in addition to such pop standards as "You Took Advantage of Me" and "Come Rain Or Come Shine." Bob Brookmeyer and Art Cohn are some of the cats Mulligan leans on for his arranging work.

The band, of course is paced by

The band, of course, is paced by Mulligan's sax, Brookmeyer's trom-bone and Phil Quill's clarinet and sax work. The rest of the boys pitch in to make it a strong 45-minute musical session.

minute musical session.

Although the seems lonely in front in comparison with the big band with which he alternates, Bernard Peiffer commands attention for keyboard styling. He dishes up a fresh jazz sound that's tasty as well as inventive and helps to round out a full-blow musical bill.

Gros.

Hotel Roosevelt, N. O. New Orleans, Sept. 8.

Joanne Wheatley (with Hal Kanner), Curry, Byrd & LeRoy, Don Glasser Orch (11); \$2.50 week-

**NIGHT CLUB REVIEWS** 

New layout in Seymour plush nocturnal rendezvous clicks all the way. Thrush Joanne Wheatplush nocturnal rendezvous clicks all the way. Thrush Joanne Wheatley, who headlines, is a big fave here. The attractive, well-groomed singer comes through with plenty on the ball.

Miss Wheatley can't be typed for any one kind of tune. She mixes 'em up, displaying an ability to project well, whether it be novelty, torch or caressingly sweet stuff.

night minimum; \$4 Sats.

project well, whether it be novelty, torch or caressingly sweet stuff. Her voice has power and range, and she phrases neatly and at times seductively. The vivid showmanship involved also sets the act

With composer-arranger-accompanist (and hubby) Hal Kanner at the piano and doubling as vocal background builder. Miss Wheat-ley presents a stint that keeps the tempo mounting as the arrange-ments work in colorful shadings and effects. His talents embellish

and effects. His talents embellish the act and lifts it out of the conventional groove.

Working at times in throaty wein, the songstress hypos her harmonics with strong delivery and warm appeal. She stresses love and warm appeal. Sne stresses love aspect in her trues, piping such as "Is There A Lover In The House?" "Lover Come Back To Me" and others. Curry, Byrd & LeRoy, slapstick acrobats, provide tableholders

acrobats. provide tableholders with many belly laughs. LeRoy works mostly in the audience for hilarious results.

Don Glasser and crew provide excellent background for the acts and keep the floor crowded during

and keep the poor crowded during the terp sessions. Tunes range from sweet to schmaltzy and Latin Glasser knows the value of muted brass and sweet toned moments while playing for hoofers. Liuz.

# Hotel Roosevelt, N.Y. Sammy Kaye Orch (16), Al Conte Trio; cover, \$1.50-\$2.50

Sammy Kaye, the "swing and sway" maestro, is back at the Roosevelt Grill in N.Y., and all is well with biz. Long a favorite in this room, Kaye has one of his is well with Diz. Long a tayortic in this room. Kaye has one of his best outfits for the current (eight-week) 'engagement. Much of the personnel of the 16-piece combo apparently is a carry-over from the organization he had from last season on his tv program. In line with Kaye's tv future this fall, General Motors execs were giving the band the o.o. the night show caught.

Of the long line of name bands, or the long line of name banks, including Guy Lombardo and Lawrence Welk, which have played here, Kaye fits in solidly as attested to by his numerous return dates to the Roosevelt Grill. The band's book is geared for both pop and standard tastes. There's a nice balance between the brass and reeds, with the smooth rhythm ection making for solid

music.

A comparative newcomer, Bobby Baird shapes as a topflight femme soloist. This comely, statuesque blonde proves that a looker can score with her vocalizing. Ray blonde proves that a looker can score with her vocalizing. Ray Michaels, youthful vet long with the outfit, handles most of the male ballading. As usual, he's a solid click, He's also in there to announce many of the tunes, a trademark of the Kave orch.

Al Conte Trio, which apparently goes with the least here, still supplies far from redinary relief dance music. Per usual, Gene is on hand as an affable mirre d'.

Wear.

Freddie's. Mals.
Minneapol's Sept. 10.
Mort Sahl. Caudido, Herb Pilhover Trio: \$2.50 cover:

Here for the first time in person and preceded by his reputation on the line.

and prestige, Mort Schl is a super draw for this possible supper club. A soff the initial set register. Using recent Time may spread has also undoubtedly added to the comic's appeal in this newly invaded the word of the comic's appeal in this newly invaded the word of the processing the content of the processing the current Tyree Glenn foursome again puts their faith and accumen the line. It seems hardly an issue, though, recent Time may spread has also undoubtedly added to the comic's and recent pops, Glenn between the content of the processing the current Tyree Glenn foursome again puts their faith and accumen to the line. It seems hardly an issue, though, and are regionally a serious their faith and accumen to the line. It seems hardly an issue, though, a standards and recent pops, Glenn to the line. It is in the initial set register. Using standards and recent pops, Glenn to the line. It is in the initial set register. Using standards and recent pops, Glenn the line. It is in the initial set register. Using standards and recent pops, Glenn the line. It is in the initial set register. Using standards and recent pops, Glenn the line. It is in the initial set register. Using standards and recent pops, Glenn the line in the initial set register. Using standards and recent pops, Glenn the line in the initial set register. Using standards and recent pops, Glenn the line in the initial set register. Using standards and recent pops, Glenn the line in the initial set register. Using standards and recent pops, Glenn the line in the line in the line in the initial set register. Using standards and recent pops, Glenn the line in the li

Evidence of this is that the ropes were up at his preem dinner show, the waiting overflow extended well

"prop." he expounded in humorous fashion mostly on the recent political conventions, both presi-dential candidates, present Ad-ministration policies and his "adoption" by the Hearst press

and Henry Luce.
Greeted with enthusiasm. Greeted with enthusiasm, he ambled along to almost continuous belly laughter and applause as he hit the target repeatedly with his caustic and barbed, wit aimed frequently at both Senator Kennedy and Vice President Nixon and sometimes even at the President. Funnybones take a beating as his penetrating and sarcastic digs hold up the supposed serious to ridicule. Sahl verbal bon mots may be h "sick" humor, but keeping an audi-ence happy and providing it with so much enjoyment surely have therapeutic value for the listener.

Sahl related how he covered the Sahl related how he covered the convention as a Hearst press reporter and how the happenings struck him. Getting the Job with the Hearst papers and then being "embraced" by Luce apparently indicate "things are going in the right direction," but there'll be some who feel he should be back "with his own people," he pointed out out

Back for a speedy return engage-ment, congo-bonga expert Candido, who also is the first performer this room ever has held over, again astonishes with his artistry on the Herb Pilhover's instrumental trio contributes tondrawer

mental trio contributes topularia jazz and accompanies Candido. Singer Frank D'Rone and comedian Buddy Lester come next,

#### Roundtable, N. Y.

Cootie Williams Quintet, Red Nichols & H's Five Pennies, Jean Duchamp; \$4 minimum.

Veteran swing era trumpeter Cootie Williams is proving to table-siders at this eastside nitery that it's never too late to make a change. After all these years, he's laying aside the horn and doing a ballad turn, and with exceptional

Backed by his own group and working the dance space with hand mike, Williams belts a catalog of standards in a swinging, pleasant style, doubling up on some num-bers with Jean Duchamps. Book bers with Jean Duchamps. Book leans to nostalgic numbers made famous by others—Ink Spots' "If I Didn't Care." etc.—and duet with Miss Duchamp on "Old Black Magic" is after the Loule Prima-Keely Smith disclick duo.

Miss Duchamp, further, sings in the bluesy style of Dinah Washing-ton. But both she and Williams get a big reception from the Round-table and, which demands at least

table and, which demands at least commercial izzz.

Red Nichols and the Five Pen-ies, in a return, play standard instrumentals in a tasteful range of four-beat that's fine for typing or listening.

#### London House, Chi

Chicago, Sont 7.
Tyree Glenn Quartet, Eddie Hig-ins Trio; no minimum, no cover.

It's typical of the Midas-like Marienthal fieres that their Lon-don House, originally just a dinery, has in a few short years become the town's click—and class—jazzthe towns click—and class—jazz-ery. True, it has yet to dome many of the current avant-garde combos, but the gloss of its year-in-year-out roster is in no competitive shade. The spot's bandstand, moreover,

no mere embellishment to the charcoal hearth ware Marienthals have long since evidenced their devotion to musical cause—allownave long since evidenced their devotion to musical cause—allowing, of course, for the economics and erratics of the trade. Twice, for instance, they played an obscure (then) Jonah Jones (subseduently repeated to hep biz); and the current Tyree Glenn foursome again puts their faith and acumen

sound that arrests as Glenn's own stylish and amusing work on vibes and trombone. His slide horn achieves some very expressive muted effects that pull stout re-

Royal Hawaiian. Honolulu

Honolulu, Sept. 2. Charles K. L. Davis, with Ge Bone; Haunani Kahalewai a Polynesians (2); Pierson Th orch; \$1-\$2 cover. with Gene

Charles K. L. Davis, billed as Charles R. L. Davis, nited as 'Hawaii's greatest voice,' has returned to the Royal Hawaiian hotel's spacious Monarch Room for a three-week engagement, six nights à week, and the local-boy-who-made-good more than lives up to the billing. Capacity biz is a cinch on the basis of word-of-mouth

cinch on the basis of word-of-mouth following his opening (1) that drew citys carriage trade.

His authoritative operatic trained tenor voice gains top plaudits for an aria from "La Boheme," though this was his only venture into longhair concert fare at show caught. Numbers from his new "Adventures in Paradise" album (Everest label) score solidly, especially the title song twhich utilizes the musical theme of the ty series of the same theme of the ty series of the same

Singer takes over at the piano o sing and play "Honolulu Tom Singer takes over at the piano to sing and play "Honolulu Tomboy." a rinky-dink song popular in Waikiki in the 1920s, And å duet with deep-voiced Haunani Kahalewai is a standout. Davis rates as the king of the Monarch Room—and the king can do no wrong. He gets excellent support from his accompanist-conductor-composer. Gene Bone, and the Pierson Thal orch.

On basis of audience reaction, it On basis of audience reaction, it might be smarter to open with the femme singer and her dancers (Leilani Whitemarsh and Mate Ng), then bring on Davis for an uninterrupted performance. No matter, it's the best show the room has had in many a moon. Walt.

#### Clermont, Atlanta

Atlanta Sept. 7.
Gina O'Day, Carlos & Linda,
Pepira & Antonio, Three Lamonts,
Rocio de la Habana, Tina Montez,
Don Bartell & His Muchachas (4); five drinks minimum (\$6.25).

Christian Lamont has put together another swift production for Bud Turner's Anchorage Sup-per Club in the Clermont Hotel. A speedy Latino-type revue, it's tagged "Mu-Cha-Chas" and, as the name implies, is heavy with south of the border talent.

of the border talent.

Starred are the Spanish dance
team of Carlos & Linda and flamenco terpers Pepita & Antonio.
Both pairs are faves with Anchorage patrons. Rocio de la Habana, a
stacked import from the defunct
Tropicana in Havana, does a foottonning tare routing winding one

Tropicana in Havana, does a foot-stomping terr routine, winding up with a swirling cape turn, that's good for mucho plaudits.

Three Lamonts (Gigl, Lily and Sonia) are featured in a sensuous Haiti ritual dance number. They combine dancing and vocalizing, Singer Gi O'Day, doubling as emcee, a'so warbles four pop-tunes. doubling as Show is fancifully costumed

Lamont uses fluorescent lighting to good effect. It runs 70 minutes Lamont is sweating out 10 and Lamont is sweating out 10 minutes to tighten it up so three shows can be squeezed in nightly. Don Bartell orchestra competently backs the show, which is in for at least three weeks. Lucc.

#### Harrah's. Lake Tahoe

Lake Tahoe, Sept. 9 Goodman Orch (1 Rennu Andy Williams, Max & Cherie.
June Taylor, Dancers (6) with
Peter Gladke, Leighton Noble Orch
(19); \$3 minim

Benny Goodman has been a long time gone from the bandstands, but it's evident in this stint at the big Tahoe Harrah's South Shore Room he's lost none of the appeal Room he's lost none of the appeal or savey that made him "King of Swing." And response from initial title to begoff was impressive, and mid-term palming greeted the tunes Goodman helped place on the evergreen list. Special guesting on the Goodman show is Andy Williams, who like Goodman, is debuting the Tahoe scene.

Goodman is in rare form, and albeit a trite phrase, never sounded.

albeit a trite phrase, never sounded better. He retains the Goodman were up at his preem dinner show the waiting overflow extended well out onto the pavement and thrombone. His slide horn and trombone to the pavement and there are even heavier reservations than record-breaking Bob Newhart garnered a few months ago in this same club.

To his local debut during the summer's most torrid weather. Sahl discarded the usual turtle neck sweater for what he called a his "tropics" attire, a white shirt can at it. With a newspaper for a stylish and amusing work on vibes and trombone. His slide horn for full measure. His phrasing and improvising are classic, and he handles all with full assurance. Offerings, include such as "Want To Be Happy," "Moonglow," and "To Be Happy," "There's no doubt Goodman can come back strong—as proved in this outling. Chirping with the Goodman his "tropics" attire, a white shirt same at ie. With a newspaper for a stylish and amusing work on vibes and trombone. His slide horn for full measure. His phrasing and improvising are classic, and he handles all with full assurance. Offerings, include such as "Want To Be Happy," "Moonglow," and "Too e O'Clock Jump," There's no doubt Goodman can come back strong—as proved in this outling. Chirping with the Goodman group is Maria Marshall who handles the blues things in good form,

as evidenced on "Bill Bailey."
Others include such as "Can't Believe You're In Love With Me."
Williams takes the opener spot

lieve You're In Love With Me."
Williams takes the opener spot
and stays on for full 30 minutes of
straight vocaling with a minimum
of between-title chatter. He scores
with "Day In, Day Out," "Just In
Time," "Danny Boy" and "Time
After Time," among others. He's a
smooth one with delivery, and has
good control of the pipes in ali
ranges. He works effortlessly but
with authority. authority

with authority.

Max and Cherie come across strong in brief display of burlesque acro stuff. Each throws the other around in what oughta be bone-breaking falls, and both get

bone-breaking falls, and both getgood response.

The June Taylor Dancers, new
to Harrah's this show, exhibit click
choreog, and display individual tap
and acro talents, re the Dunhills'
format ith rest of group setting
tempo with hand claps. And to
see femmes do the routine, it's top
endorsement. The distaffers are
cute, costuming is neat, and staging is tight and fast.

Leighton Noble backstops in his
usual first-rate fashion for all but
the Goodman turn. Band is augmented for the Williams session.
New show due in Sept. 19, Long.

New show due in Sept. 19, Long.

#### Riverside, Reno

Reno, Sept. 8.
Ice-Arama of 1960, Mae Edwards,
Buff & Joanne McCusker, Paul Sibett, Dottie McCusker, Eddie Fitzpatrick Orch (10): choreography,
Robert Turk: produced and staged
by Dottie McCusker, \$3 minimum.

Riverside for a triple frame has Alverside for a triple frame and 1960— a show that clicked during the Olympic Games at nearby Squaw Valley—and for this turn it's all the same talent (with a couple exceptions) but with new costuming, staging and choreog. And the indication the revue will bull lar b.o. as during the W And there's lar b.o

In this playback Mae Edwards retains the star billing with the mixed McCusker team, comedienne Dottie McCusker and newcomer (to this area). But Cities 1990. this area) Paul Sibley. To replace the Starlets during this icy date, four gals and two guys fill in with line routines.

line routines.

Miss Edwards scores with the blade set with some neat and well executed routines as solo, and in trandem with Sibley to "Wish You Were Here." With emcee Frankie Franelli doubling on vocal, she impresses in a "Swan Song" offering to Fanelli's strong pipes backing.

The McCusker team rates plaudis for the due stuff albeit the

The McCusker team rates plandifs for the duo stuff, albeit the small portable rink restricts both the maneuvering and the acro bits. Also impressive with team work are Dronie and Diane Plank.

Date: McCusker, handles the

are Dronnie and Diane Plank.
Dotti McCusker handles the comedic-on-lee routines with smooth precision, and good timing. She plays the part like a natural, and it's apparent it calls for more, than average ability on the skates. And she gets off some funny lines. Exit, with full company on the ice, is to "When the Saints Go Morching In." Complete, show offers no Iulis, integration makes for variety, and costuming and are Dro Dotti

for variety, and costuming and staging command attenti The Fitzpatrick boys back in usual comdue in Sept. 29.

#### Riviera Motel, Atlanta

Atlanta, Sept.
Natali Wood, Beverly Ba
Trio; no minimum, no cover. Barry

Frankie Nan, a versatile performer, fronts the melodic Beverly Barry Trio at the Monte Carlo Lounge in the Riviera Motel. A port blond, Miss Barry presides ever the tympani section and can rattle those drums. Rounding out the trio is pianist-songwriter Billy ("Fats") Hagen who sings some of his own tunes

of his own tunes.

Nan (his square tag is Frankie Lomenzo and he's married to Miss Barry) plays clarinet, saxophone, hongos, gourds, maracas and whatnongos, gourds, maracas and whatever else happens to be at hand.
His specialty is pantomime numbers, including a mimo striptease
bers, including a mimo striptease
sung by Beatrice Kay. He puts
a lot of oomph into his panto
routines and is rewarded with
plaudits.

Hagen a Tin Pan Allay and

plaudits.

Hagen, a Tin Pan Alley vet, authored "Rika Jika Jack," which Stan Kenton recorded. Singing pianist Natalie Wood (not to be confused with the film actress) is on the podlum during the lounge cocktail hour preceding the trio's appearance.

Luce.

#### 365 Club, Frisco

San Francisco, Sept. 2.

San Francisco, Sept. 2.

Marya Linero, Kiki Paige, Bev & Jack Palmer, Paul Burke, Jay

Nemeth, Erik Cooper & the MadAbouts (2), Barry Ashton Dancers

(17), Roy Palmer Orch (9), \$2\$2-51 coner. (17), Roy P \$2.50 cover.

Producer Barry Ashton has created a new show. "C'est Mor Paris," for Bimbo Giuntoli's 36; Club and, off the opening night Bimbo should have stuck to the old show for a while Not that the new show doesn't

have its moments, but Ashton ap-parently didn't have the time to pull this show together properly pull this show together properly and one unfortunate result was that the show's high spot (literally) came on the preen when singer-dancer Kiki Palge got one hand stuck in the strands of a suspended rope from which she'd been twiriling, and hung there for saveral inputes until stagehands several minutes until stagehands could get her down. Show is patterned after Vegas

Show is patterned atter vegas, reviews, but tab, of course, and strong on costuming, production, effects. Dancing, however, is not up to usual, high Ashton standard, probably because of lack of rehearsal. Smaller, Individual act tend to lack punch, too.

Best of individual acts probably.

tend to lack punch, too.

Best of individual acts, probably, is the graceful and at times astonishing acrobatic dancing of Bev & Jack Palmer. Jay Nemeth, a ventriloquist, does an amusing act with his dummy dog. But from these two acts the quality descends rather cleanly. rather steeply.

rather steeply.

Paul Burke, a cartoonist, dashes off a number of very quick sketches on stage, and rates a few chuckles, and Erik Cooper sings and dances a little with the Mad-Abouts, two celoking blondes. They sing several French standards and get a rather tepid reception, for it's hard to tell whether tion, for its and to tell whether or not they're kidding. The afore-mentioned Miss Palge a brunette looker, sings very vivaciously and does cute takeoffs on Keely Smith, Judy Garland and Ethel Merman— the latter a good round of annlaise applause.

Marya Linero has what all the individual acts seem vaguely t lack—a sense of style. Miss Liner lack—a sense of style. Miss Liner is a partly nude dancer, who looks, and is built like a brunette Lill St. Cyr. She is the focal point of all eyes in Ashton's tow big production numbers in the later part of the show. One is called "Les Oiseaux du Paradis," and some of these birds of paradise exhibit bare chests, the same is true of the closer, "The Fountain of Versailles," wherein a real fountain is bubbling on stage (shades of Miss St. Cyr).

The Lloyd Lambert costumes are

The Lloyd Lambert costumes are stunning, but Val Grund's music and lyrics are undistinguished and the dancers, themselves, seemed to be having a tough time remembers. bering what they were supposed to do. Roy Palmer Orch also seemed do. Roy Palmer Orch also seemed just to be getting acquainted with the music. Nine number show runs 67 minutes and is booked for 12 weeks, through Nov. 30: Stef.

#### Interlude, Scottsdale

Scottsdale, Ariz. Son 7.
Bobby Sargent, Bill Collins, Sid White, Johnny Jordan's Orch (7); \$3.50 minimum.

Bobby Sargent usually inhabits the Nevada casino circuit but for next two frames his mailing address is Reve White's Interlude. A soft selling yockster, he markets package surprisingly original, wholesome and mature for a lad so young, is topics are public domai for comics e.g.: wives, hipsters, chorus girls, tv commercials etc. but this fresh faced mime manages to earn his share of outfront proval.

proval.

Bill Collins, a young Negro comer, baritones his way through a book of evergreens including "Funny Valentine," "You'll Never Walk Alone" and "Tye Got You Under. My Skin." He needs a hipper room than the Interlude for best results. Perhaps his next stop, Frisco's hungry i will be a better showcase for this talent.

Emree Sid White's one-line sick-

Emcee Sid White's one-line sick-nicks about Gov. Faubus, the Klan, integration and swastikas are limp and merit, at best, ho-hum results

Johnny Jordan, a batoneer with a fine ear for jazz, gives a near perfect reading to Bill Collins' tricky arrangements. O'Haf.

## **New Acts**

BRENDAN BEHAN Songs 10 Mins. Jager House, N. Y.

Jager House, N. Y.

Irish playwright Brendan Behan is apparently more inhibited about going on for a scheduled stage performance than he is about putting on an impromptu show from the orchestra of a legit house or for that matter some of the pubs he's frequented overseas. But, as he's emphasized in the overwhelmin newspaper coverage accorded him since his arrival in New York about two weeks ago—he's off the gargle. gargle.

gargle.

It was when he was on the sauce that he attended London performances of his play, "The Hostage," and, as a member of the audience, heckled the proceedings on stage with boisterous comments. That, it seems, is all behind him now, as evidenced by the sober manner in which he conducted himself last Friday night (9) when making a per son all appearance at Harry McGuirk's Jager House in the Yorkville section of New York.

An ad in last Friday's N. Y.

Yorkville section of New York.

An ad in last Friday's N. Y.
Daily News stated that the playwright would appear at the Jager
House that evening and the pressagent for the one-shot affair informed the mewspapers and magarines that Behan would go on at
10:30 p.m. and that he would sing
some songs and possibly make some
comments about New York. Behan
went on in the upstairs ballroom,
but not until 12:10 a.m., and then
only for 10 minutes.

When Behan finally did appear.

When Behan finally did appear, he made an introductory speech in Gaelic to the predominantly Irish udience, comprised mostly of youths who had plunked down \$2 a head to dance to the music of a six-piece combo. It's doubtful whether many in the crowd got his opening message, but they gave him a rousing welcome just the

Behan, who used a mike for his intro, dramatically discarded the instrument to sing two Irish num-bers, which, because of the lack of amplification, were hardly audible amplification, were hardly audible-beyond the immediate confines of the stage. But, then in a demon-stration of show biz savy, he picked up the mike again for a "Molly Malone" sing-along, which tent over big with the ballroom floor standers (there were no seats set up except for the press).

In parting, Behan made a pitch for "The Hostage," which opens next Wednesday (21) at the Cort Theatre, N. V. The dancing resumed after his departure. On the basis of his 10-minute performance, most of which was virtually inaudible, it would be unfair to comment on Behan's ability as a ringer. His prowess as a playwight, however, will undergo critical scrutiny, next week and, who knows, if the play runs there's always the possibility he may show up at the theatre for another one of those impromptu performances.

CLANCY BROS. & TOM MAKEM Folk Songs 40 Mins One Speridan Square, N.Y.

The Clancys, Ton, Liam and Patrick, and Tom Makem are as livish a Barry Fitzgerald but with better voices. They make up a solid folk singing quarte who are that can bring in the audience on the suggestion of this Green. better voices. They make up a solid folk singing quartet who are sure to spread out of this Green-wich Village showcasing into wider aleas of exposure. The folk field is blossoming right now and this group will have no trouble rolling along with the boom.

along with the boom.

With a guitar, fife and full-throated voices, the boys develop an exciting song set that never lets up during its 40-minute run. Ballads, jigs, rounds and drinking songs fill up their session with a variety of moods that stantly pleasing.

working together or soloing, the boys have the folk flair down pat and build each item into winning mittgrabbers. "Kelley, the Boy From Kilarn," "Whistling Gypsy," "The Moonshiner," "Brennan on the Moor," "The Weavers" and "Finnegan's Wake" are some of the standout numbers in their repertoire. A Makem solo on a cobbler's song is a knockout that has the audience shouting for additional verses.

Whisky, Nancy " and Guthrie's "Roll on Columbia."

"All the folk field spread, English is a good bet for the intellectual hangouts and the concert area, Gros.

"The Moonshiner," "Brennan on the Moor." "It was good bet for the intellectual hangouts and the concert area, Gros.

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"It was good bet for the

LOBATO DANCERS (8) Dancing and Singing 25 Mins. Caribe-Hilton, San Juan

Caribe-Hilton, San Juan
Hip-terping and bare-bottom
costuming have tourists in the
staid Caribe-Hilton room gawking,
but suave production makes it a
natural for big stateside rooms.
Act is complete show with corps
(2), leading dancer Nelida Lobato,
femme singer Wanda Curtis, ace
bongo drummer Jack Del Rio and
com bin ed singer-dancer-emceeproducer Eber Lobato, from Argentina. It has, played LA'S Greek
Theatre and the Sands, Las Vegas,
but never hit New Acts.
Chorines, who in show caught
are onstage about half the time,
wear shredded Robin Hood tunics,
elongated eye makeup and black

wear shredded Robin Hood tunics, elongated eye makeup and black hair pasted down to tips of their noses, Boys make do with vestigial black beards and mandarin mustaches. Combined with far-out choreography, effect is weird but solid. Numbers include a pagan rite, a roaring '20s bit, and rock 'n' roll.

n' roll.

When Nelida is else is noired into, hip-cut gold-lame that makes biki look modest, with tights whose seams run, right up her shapely backside. For topside interest, she wears a silvery Louis XIV wig that emphasizes her Bardot-type features. Her dancing makes heavy use of more or less antiseptic bumps and manhandling by the boys. the boys.

by the boys.

Miss Curtis, the Intimate singer's intimate singer, sells her ballads soft and low with occasional,
though not consistent, hefty imlogs soft and low with occasional, though not consistent, hefty impact. Lobato should probably not sing at all, but his energy and enthusiasm, accompanied by simultaneous Gallic-style terping, develop good response. Jack Del Rio sits-in with local band except for solid solo spot. Buby Lavecchia also travels with act playing fine plano and conducting for maximum effect.

NOEL HARRISON Songs, Guitar 15 Mins.

15 Mins.
Blue Angel, N. Y.
Noel Harrison, of Rex, is starting his show biz career on a different track. He's a balladeer self-accomped on the guitar who sells his wares with charm. He's a

self-accomped on the guitar wind selfs his wares with charm. He's a personable young man.

It is evident that Harrison is a newcomer. His repertoire comprises a wide selection, including songs that used to be sung by street urchins, and some foreign tunes, which have the virtue of being familiar, easily digestible and delivered in the fresh manner of a parlor singer entertaining the home folks.

Harrison makes a good start on New York cafe audiences. He shows most of, his good features including an easy charm. Some of his not too worthy points is the basic naivete of his numbers. The latterfault is more easily correctible. He has much to commend him, but the better points can only be acceptuated by considerably more

the better points can only be accentuated by considerably more experience with audiences.

Jose

LOGAN ENGLISH Folk Songs 25 Mins.

that can bring in the audience on a happy singalong or keep the house quiet when he's working over a soft ballad.

Self-accomping on guitar, English works through a wide repertoire that's paced for maximum impact. He's especially effective on a Woodie Guthrie ballad called "Pastures of Mind" and another moving item called "I Wish I Was a Mole in the Ground." He is also able to make things festive and gay with breezy accounts of "Whisky, Whisky. Nancy." and Guthrie's able to make things festive and gave with breezy accounts of "Whisky, Whisky, Nancy" and Guthrie's "Roll On Columbia."

In the folk field spread, English is a good bet for the intellectual hangouts and the concert area.

Gros.

ously. She's a delightful performer with a lot of promise, combining an elfin character, and a well-rounded sense of humor that per-mits her to essay a rib of a femme beatnik singing Tom Lehrer's "Old Dope Peddler" in the style of a Dope Peddler" delicate ballad.

Miss Gilbert has special material as well which she handles expert-ly. Included is a blues based on the forthcoming election, which is sung in an entertaining and nonpartisan manner.

A petite redhead, Miss Gilbert seems like a good addition to the supper club circuits. She has a sense of sophistication which entertains even when superimposed on more down-to-earth bits. She on more down-to-earth bits. She should have a ready market in many branches of show biz. Jose

BEVERLY MARSHALL
With Don Kirk and Kenny Davis
Songs, Dances, Comedy Pantomime
20 Mins.

Flamingo Hotel, Las Vegas

When Joe E. Lewis closed three days early at the Flamingo due to his N.Y. Copacabana date, Beverly Marshall joined Andy Williams with her new act which is delightful fare for any nitery.

The diminutive, shapely Miss Marshall has a pixie quality in her facial expressions, and a hair-cut to match. Previously she was duncing partner to Barry Ashton, comedienne with the otherwise male Make Believes, pantomime record act, and toured as terp and mime with Ted Lewis.

mime with Ted Lewis.

Backed by male dancers Don Kirk and Kenny Davis, who blend ideally as a team with her, Miss-Marshall gets yocks with her impreshes of a flapper doing the Charleston, a beatnik, and a stripper on her wedding night. She bows off with very funny mimes fronting recordings of "Katie" and "Old Philosopher."

Duke. th her doing the da strip-

EARL HALL Comedy 15 Mins. Camelot, N.Y.

A young comic who has had some shots on television, Earl Hall some shots on television, Earl Hall needs considerable buttressing in all departments. His delivery is pallid, lacking the power and vocal variety needed to hold a crowd even if the material were okay,

even if the material were okay.

In this case the material was way short of the mark and Hall's routine was virtually lost in the shuffle and buzz a few minutes after he opened. A couple of sketches he essays, including a French duelling sequence and a takeoff on a western sage, had little thrust. His one-line attempts were even more futile. And his windup folk-type song, done with a stutter, should be the very first thing he cuts out in a much-needed whole-sale revision of his tur Herm.

GORDON TRIO 13 Mins. Chaudiere, Ottawa

Two femmes and a male, Gordon Tri short on terp ability but sells on sex. The femme pair—one short and dark, other tall and blond are lookers, costumed and choreographed to make the most of feminine features. Staging is nice and, as far as male customers are concerned, the girls only have to keen required. to keep moving.

Stint is okay for nitery filler.

Gorm.

#### House Review

Apollo, N. Y.

h Washington', "Bitter revue with Perri Lee Trio, Dinah Earth" r
Dell St. Earth! revue with Perri Lee Trio, Dell St. John, Ray Sineade Jr., Dolores Colem Dinah Mites. (2), Celeste Robinson, Willie Levis, Chorus Cuties (5), Lady Bird, Rue-ben Phillips Band (13); "Young Guns" (AA)

Current show at this Harlem vaudery has an uneven pace and some loose production gimmickry, but brings off some genuine excitement via the extraordinary talents of some of the acts.

Singer Dinah Washington, who scouted several of performers herself, emcees and takes three ballad turns, lending her fine, raspy blues style to diskclicks from "What a Difference a Day Makes"

(Continued on mare 62)

(Continued on page 62)

# VARIETY BILLS

WEEK OF SEPTEMBER 14

NEW YORK CITY

MUSIC HALL
Gary Morton
Corps de Ballet
Rockettes
Kovach & Rabovsky
R. Paige Orc

AUSTRALIA

MELEOURNE Tiveli June Broahill Deidree Thurlow Howell Glynne Raymond Nilsson John Larsen Robert Edd Bruce Williams John Godfrey Helinka De Tarctinks Renee Osbourne Douglas Stuchbel Ronald Austrom Tyvolies Austrom Tyvolies Tiveli Lee Daving

Lee Davis
Barney Grant
Edith Dahl
Coquettes
Les Dandinis

RALIA

Rita Moreno & Ann
Evelyn Rose
Evelyn Rose
Marie Claire
Peter Crago
Patricia Smith
Elleen O'Connor
Jimmy Vaughan
ADELAIDE
Nat Jacob
Sonny Willis
Sammy Curtis
Seth Gee
Jackie Dennis
Trio Hogans

Sein use Jackie Dennis Trio. Hoganss Montego & Pariner Wasta & Rena Dahl Flat Tops Hi. Fis Dancing Fountains Williams & Shand Paula Langlands

# BRITAIN King Kong Gerd Siemoneit Knie's Elephants Knie's Horses & Ponies Our Sammy Little Jimmy Circusettes Winter Garden Bob Monkhouse Peters Sisters Jerry Desmonde Rob Murray

BLACKPOOL Opere House Tommy Steele Alma Cogan Eddie Caivert Wise Guyes Sid Millward Wally Stewart Nitwits & Dale May Warden Freddie Frinton Cliff Adams Singer Maicolm Goddard Dancers

Serry Desmonde
Rob Murray
Kazbek & Zarl
Trotter, Brothers
Trot Vitalites
Lovelles
Michael Adrian
Hector Ross
John Citroes
John Citroes
John Citroes
John Citroes
John Citroes
Bergery
Dicke Valentine
Terry Scott
Sally ogan
Joe Henderson
Description
John Sperry
Charles Ancaster
Ann Bennett
Jamet Bruneti
Jamet Bruneti
Jamet Bruneti
Jamet Bruneti Maicolm Godda Dancers Palace Harry Secombe Ruby Murray Harry Worth Bob Williams

Harry Worth
Bob Williams
Amazing Marvyn
Roys
Roys
Make Marker
Falce Paneing
Lovelies
Tower Circus
Charlie Cairoli
& Co.
Bob Gerry Trough
Five Amandis
Knie's Chimpan
Myrons
Schaller Brothert
We Balcombes co. erry Troupe mandis Chimpanzee

Fattini
Schaller Brothers
Two Balcombes
Three Houcs
Cycling Therons

Roy Sone
Ann Bennett
Janet Bruneli
Wish Mary Hunt
Barbara Thornton Cabaret Bills

# NEW YORK CITY M. Monte's Continentals Hoiel Taff Vincent Lopez Ore Hotel St. Reeis Fernands Montel Watter Kay Ore Integrational Eddie Carson Andrea Jaffe Ralph Lowe Andrea Jaffe Ralph Lowe Avila Ore Vinley Market Holiday in Japan Jo Lombardt Ore Vinley Room Cab Calloway Karen Chandler Bobby Cele 3 Karen Chandler Bobby Cele St. Houndtale For Nother Holiday in Japan Jo Lombardt Ore Living Room Cab Calloway Karen Chandler Bobby Cele St. Houndtale For Nother Hour Nother Hour Nother Joe Silver Elly Eden Roundtable Round

Birdland
Buddy Rich AllStars
Hos Rich AllHos Rich AllHos Rich AllHos Rich AllHos Rich AllBasin St. East
Betty Hutton
Charlie Shavers 5
Blue Angel
Shelley Berman
Noel Harrison
Barbara Gilber
Jimme On Soir
Tony & Eddle
Phyllis Diller
Jimme Daniels
Camelot
Vic Damone
Earl Hale
Page Cavanaugh

Tall Haile

Fage Cavanaugh

Dick Stabile Oro

Chardss

Lill France
Tibor Rakossy

Dick Marta

Bill Yedler

Elemer Horvath

Chafeau Madrid

Fernanda Romero

Bob McFadden

Los Guaracheros

J & M Imperio,

Rálph Font Ore

Panchito Ore:

Raiph Font Ore
Panchito Ore:
Copscabar
Joe E. Lewis
Trude Atlant
Trude Atlant
Committee
Faul Shelley Ore
Frank Marie
Paul Shelley Ore
Frank Marie
Frank Marie
Dorother Borother
Dorother
Dorother
Frank Marie
Falle Grank
Hotel Aster
Eddie Lane Ore
Monte Grank
Jimmy Carroll
Rounie Cunningha
Larry Douglas

Ronnie Cunmingham Larry Douglas Wilbur Evans Victoria Sherry Stanley Melba Orc Joe Ricardel Orc Hotel Plaza Jacqueline Francols Ted Straeter Orc

Boulevar-Dons
Drake
Myron Cohen

Singers
Leo Aud
Viennese, Lentern
Monica Boyar
Ernest Schoen
Harold Sandier Ore
Harold Sandier Ore
Jerry Troppi
Village Barn
George Hopkins
Carol Ritz
S & J Jenkins
Pittle Seder
Ullage Geoffrey Holder
Village Gate
Geoffrey Holder
Village Gate
Gerry Mullican
Bernie Parison
Waldorf-Astoria
Waldorf-Astoria
Waldorf-Astoria
Sidney K. Scinir Rosemary Clooney Sidney Kassimir Violinaires Emile Coleman Orc Bela Babai Orc

Sahbra
Arie Lavie
Rena & Zahava
Yeffeth Yemen
Singers
Leo Auld
Viennese Lant

#### CHICAGO

Blue Angel Mighty Panther
"Calypso Voodoo"
Marliza & Lationgo
Tina Montez
Camille Yarbrough
Jamaica Slim
King George Orc Timo Perez Ore
Conrad Hilton
"Persian Paradise"
Shirley Winter
Bill Christopher
Frederick & Gina
Max Patkin
Ron Urban
Byrd & Janine
Gay Claridge Ore
Boulevar-Dears (
Boulevar-Dons to)
Drake

Jimmy Blade Ore
Gate of Horn
Bob Gibson
Gotto
Tyree Glenn 4
Audrey Mortis 3
Eddie Highly
Mister Kelly
Buddy Lester
Marty Rubinster
Marty Rubin

#### LOS ANGELES

Louis Bells

Louis Bellson
Crescende
Count Basie Ore
Joe Williams
Dino's
Joan Dixon
Jack Etton
Steve La Fever
Intertude
Bobb Snort
Irwin
Trwin
Goulin Rouse
Olivette Miller's
"Highlights of H
lem" (All-Negr
Musical 60)
State Bros.
Jack Douglas
Reiko

Bind Boy
Bind Boy
My Fairfax Lady
Evelyn Sharpe
Bert Gorden
Parris Sisters
Bert Gorden
Mulcaby
Mulcaby
Mulcaby
Ben Bluer
Bon Sonny Sodds
Joan Kayne
Joan Kayne
Joan Editor
Joan Kayne
Joan Editor
Joan Kayne
Joan Editor
Joan Cannon
Twan Lane Ore 50
Diana Dore
Earl Glotte
Traian Boyer
Gert Gellan
Gordenut Grove

Geri Gslian Coccanut Grove 'Pearl Bailey Show'

Slete Brom Jack Douglas Reiko Gus Bivong Trio Statler Hotel "Playmates of '60" Skinnay Ennis Ore Ye Little Club Janie McFadden Kenny Miller

Lionel Hampton (Sahsra
Teresa Brewer
Dave Barry
Don Rickles
Modernaires
Characters
Louis Basil Orc.

Sands
Sammy Davis Jr.
Bob Meivin
Morrey King
Bobby Cole Trio
Garr Nelson
Copa Girls
Antonio Morelli (
Jan August

Antonio norem we showoos! Showoos! Showoos! Harry Ranch John Cash Harry Ranch John Cash Harry Ranch John Cash Harry Ranch John Silver Silper Hank Henry Faith Dane Sparky Kaye Red Marshall Danny Jacobs Charlie Teander Don Santora Geo. Redma Ore Stardust Lido De Paris "Ca C'est L'Amour Roberts Lim Hawdian Revue Thunderbird Thunderbird Thunderbird Thunderbird Paris "Ca C'est L'Amour Roberts Lim Lanch Paris "Ca C'est L'Amour Roberts Lim L'est L'Amour Roberts Lim L'est L'amour Roberts Lim L'est L'amour Roberts L'est L'est L'amour Roberts L'est L'amour Roberts L'est L'amour Roberts L'est L'est

Thunderbird
"Follies on Ice"
Leny Eversong
Chaz Chase
Al Jahns Ore
Gene Rains
Fred & Marcy
Millionaires

Domito Jo
Everglades Roof
Everglades Roof
Underwater Ballet
Stars of Tomorrow
Don McGrane Orc
Fontalnbleau
Extravaganza Lating
Freddy Calo Orc
Len Dawson Orc

# LAS VEGAS Trenlers Kathy Ryan Riviera "Destry Rides Again" Gene Barry Monique Van Vooren Llonel Hampton Ray Sinatra Orch Llonel Hampton On

Desert Inn
Louis Frima
Louis
L

El Cortez
Joe Sante 4
Don Corey
Ike Carpenter
Don Friend
Irene Keller

Irene Keller
Flamminge
Joe E. Lewis
Andy Williams
Sarah Vaughan
Harry James
Barry Ashton Dnors
Jack Cathcart Ore

Jack Catheart Ore Fremont Hotel Jets Solvilites Bob & Sylvia Joe King Golden Nupset Lee & Faye May-nard Sons of Gold'n Wst

Sons of Gold'n V
Formation of Gold'n V
Forma

New Frontier
Larry Alpert
N. Brandwynne Orc
"Oriental Holiday"
Billy Eckstine

# Millionaires Tropicana Folies Bergere Jerry Colonna Frank Moore 4 Channing Polio Shecky Greene

MIAMI-MIAMI BEACH Americana
Ross Trio
Pupi Campo Ore
Bar of Music
Bill Jordan
Gina Wilson

Carillon
"Folles França!
Harry Mimmo
Elisa Jayne
Darryl Stewart
Jacques Donnet

Jacques Donnet Or Dezuville Henry Levine Orc Cwen Bari & Co. Sacassa Orc Eden Roc Mal Malkin Orc Jackie Heller Rascha Rodell Luis Varona Orc

Len Dawson Orc
Murray Franklin's
'Paul Grey
Kay Karol
Dick Havilland
Frankle Hyers
Carolly
Eddie Bernard
Murray Franklin Singspore
Snuffy Miller
Florence Mayo
Lisa Wood
Jack Mayo
Hai Rader Ore

#### **RENO-TAHOE**

Bal Tabarin
Harry Ranch
Jac Schafer
Jac Schafer
Jac Schafer
Dean Martin
Art & Doddy Todd
Sonny King
Marty Melnick Ore
Bell Boys
Edmond Sia
Apollos
Edmond Sia
Apollos
Edmond Sia
Apollos
Edmond Sia
L & E Roberts
Harreh's Crabe
Benny Goodman
Andy Williams
Telet Chancer
The Common Comm

Skeets Monton Leighton Noble Ore Harrah's (Reno) Ray Anthony Twate Ray Cooper Sis Nob Hill 4 Joy & Boys Pat Cooper Holiday
De Castro Sis
Gene Rains
Joyce Almee
Charles Gould

Charles Gould
Mapes
Lili St. Cyr
Dick Shawn
Sherman Dancers
Jack Melick Ore
Riverside
Ice Arama
McCuskers
R & D Plank
Ed Fitzpatrick Ore

#### SAN FRANCISCO

Blackhawk Cal Tjader Fack's Duke Ellington Fairmont Hotel Hi-Lo's E. Heckscher Ore Gay 90's Ray K. Goman Be & Ray Goman Reba Brown

Hangover
Eddie Liggins
Earl Hines Orc Hungry I
Louis Nye
Limeliters
Olga Shragia
Jazz Workshop
John Coltrane Moulin Rouge
Patti White
Oscar Cartier
Donna Kaye
Susan Stephens
Maynard Meyer (
On the Levee
Kid Ory Orc Purple Onion Smothers Bros. Freddy Paris Mel Young

Mel Young

365 Club

Ben Wrigley

Larry Grayson

Marge Cameron

Max & Cherie

George Zork

Barry Ashton

Roy Palmer Ore

## **Shows Out of Town**

#### Tenderloin

rye , Schmi runk crank, Ma Erin Martin, Marjor Poole, Ron Stratto Turner, Charles Asc er, Nancy Emes, Joh y, Marla Graziano

"Tenderloin" needs to go back in the broiler.

Elaine Rogers, sical numbers: "Bless This Land." Ily." "Little Old New York." "Arti-Flowers." "What's In it for You?" ander What It's Like." "The Picture Appiners." "Lowely Laurie." "The of the Just." "Good Clean Fun." Ile Youns Johnnie." "The Trial." "Tenderioin Celebration: Old Doc."

the sock status that is a requirement of present-day survival. In In less experienced hands, this one would probably emerge as just a moderately entertaining song-and Brood dancer. Its hope of entering the charmed circle lies in the skill of the Griffith-Prince-Abbott combination, which overcame a similar situation with their prize-winning if points in the state of t

Griffith and Prince, who are Griffith and Prince, who are making something of a career out of staging musicals localed in Gotham, have given "Tenderloin" sumptuous production. Cecil Beaton's sets are interesting and colorful, mirroring the 1880 period, and an assortment of costumes, running from the demure to the bizarre.

from the demure to the bizarre, work hand-in-hand with settings for overall eye appeal.

Score at present is not strong enough, in toto, to generate consistent audience response, despite standouts, "Artificial Flowers" and "Good Clean Fun" (which rate nore treatment), and three runners-up. "Little Old New York," natch. "I Wonder What It's Like," "Picture of Happiness." "Centle Young Johnnie" is an okay torch-type but a "Lovely Laurie" ballad is strictly monotone stuff.

a "Lovely Laurie" parisu is summonotone stuff.
Chorcography is on the frantic side, being largely confined to action in a brothel. It's lively, if not make the confidence of especially distinguished, but a "Tenderloin Celebration" production number rates a better reception than it pulled from preem

audience.

Book, based on the Samuel Hopbook, based on the Samuel Hop-kins Adams novell, constitutes a fairly substantial part of proceed-lings. Concerns a Presbyterian min-ster's attempt 'to clean up Gotham's tenderloin district, circa

Gottam's tenderion district, circa i 1890's. It's a combination of preachment, nostalgia and bawdy dialog. Performances are on the upper-level, with Maurice Evans making his musical debut in capable fashion. His acknowledged talents enable him to surmount the plunge into this unaccustomed field

into this unaccustomed field.

Ron Husmaun, playing a sort of R watered-down Pal Joey, impresses the as somewhat of a juvenile find, it with personable delivery and an excellent voice. Other good male support comes from Rex Everhart, constituting Joe, Palph.

indication of having not yet reached its peak. There's an im-pression of experimentation here.

Assets listed above can be regarded only as a promising foun-dation. They'll need to cook with more gas before "Tenderloin" can be stamped "rare." Bone.

#### Irma La Douce

Priest
Tax Inspector
Gendarmes, Prisoners,
Del Monte, Michael Fesco
Eddle Gasper, Elliott
Mitchell, Rudy Tronto.

During its 17 days here, "Irma Douce" is impressively playing ree capitals simultaneously. It in its fourth and third years, is in its fourth and third years, respectively, in Paris and London, but without major doctoring, its life expectancy on this side of the Atlantic would seem far shorter.

in the broiler.

There's a better-than-average portion of promising ingredients in this new musical, but the sum total is a considerable step from the sock status that is a require-

It almost is. But it has to be more than almost to get by on Broadway. In its imported state, there is considerable charm, originality and enchantment in the Peter Brook production, presented by David Merrick. The assets are many. The liabilities are fewer, but they are awesome. Numerous dull segments (more in the first act than the second) must be shed, if possible. Trimming is essential, but the single story line appears too thin for major overhaul.

The title heroine is a Parisian prostitute who discovers love with a handsome young law student. He devises a scheme for monopolizing her bed by becoming both of herolovers concurrently, the one who doesn't (minus beard).

It becomes so carried away as the bizarre schizophrenic that he devices, a plan for killing one of his selves, and off he goes to jail.

strong strong the becomes so carried away as the bizarre schizophrenic that he develops jealousy of himself. He concots a plan for killing one of his selves, and off he goes to jail, an ocean apart from his pregnant mistress. But it works out okay, york,"

natch.

The happiest contribution of "Irma La Douce," perhaps, is the introduction of a bountiful crop of exceptional new talent to the American stage, Elizabeth Seal as Irma, Keith Michell as the lover and Clive Revill as the London roles, merit kingsized welcome, Miss Seal, whose engaging cuteness and dancing grace were recognized in the London productions of "Pajama Game" and "Damn Yankees," is only a so-so singer. But to watch her limber body move with the music is a joy.

Michell, an Old, Vic product,

with the music is a joy.

Michell, an Old Vic product, scores in song, dance, masculinity and good looks. Revill, the play's narrator, portrays several other roles as well, with a flair for seducing every laugh from his comic exhuberance. Zack Matalon, familiar Frenchman to N.Y. on the nitery circuit, Aric Lavie, Stuart Damon, Osborne Smith, Fred Gwynne, Rudy Tronto and the rest all make their contributions to prove that it's not the cast's fault if this isn't a hit.

Mec" (mec is slang for pimp) and "Le Grishi (money) Is le Root of le Evil in Man" are gems of titles, but with words of less brilliance, Possibly "Our Language of Love" can last.

Rolf Gerard's scenery and clever costumes (particularly for Michell who visits his mistress as two different men, sometimes in a frantic hurry) add much to the merriment.

Carp.

#### A Taste of Honey

A Taste of Honey

Los Angeles, Sept. 7.

David Merrick, presentation, thy arrangement with Donald Alberry & Oscar
drama by Shelagh Delaney, Directed by
George Devine, Tony, Richardson; scenic
designer, Oliver, Smith, lighting, Jean
Rosenthal, Stars Joan Plowwright, Ancels
Lansbury, Jenures Andrew, Ray, Olige
Boshury, Jenures Andrew, Ray, Olige
Angeles, St. 540 ton week nights, 35.95
Fridays and Saturdays.

Helen Week Hights, 35.95
Fridays and Saturdays.

Joan Plowright
Peter Nigel Davenport
Boy illy Dee Williams
Geoffrey Andrew Ray

Andrew Ray

Britain has produced angry young men, out this is the first time that an angry young woman, in this case only 19 years old, is expressing such grim philosophies. The present author, Shelagh De-laney, displays a talent for racy dialog and character analysis in this bitter treatment of an unsav-ory situation but her theme is so

"A Taste of Honey" was a success in London, where it played for more than a year, but there the resentment of an intimate Negro-and-white relationship isn't Negro-and-white relationship isn't as pronounced as in this country. The play's teenage heroine, seduced by a Negro sailor, is awaiting the birth of her child as the two-acter unfolds.

Atlantic would seem far shorter.

The plot is absurd, and nothing meaningful is written into the story. There is no reason for "Irma Angela Lansbury as her gay, way-La Douce," in other words, unless it can be a frothy confection, witty, imaginative, fast, high-style theather the bouncing with entertainment. It almost is. But it has to be more than almost to get by on Broadway. In its imported state, there is prefer are assets and sometimes are the state of the mood to merriment, while considerable charm, originality in essence the vein inclines to the

e of obviously intended.

Jail, Miss Plowright shines as the mant usually ill-kempt girl, reared without material love, and defiant of the world she hates, an exacting role admirably portrayed. Miss the Lansbury as the irresponsible mother who believes she owes her daughter, plays principally for laughs, and gets them. Andrew Ray corres as the homoseyual who trices as the homoseyual who trices. laughs, and gets them. Andrew Ray scores as the homosexual who tries to take care of the girl. Nigel Davenport, from the original London cast, competently delineates the drunk-happy man Miss Lansbury marries. In the small role of the colored sailor, Billy Dee Williams has finesse. His intimate scenes with Miss Plowright may be disturbing to some.

George Devine and Tony Rich.

George Devine and Tony Richardson blend their talents in the telling stage direction, and the single set by Oliver Smith adds flovor. Jean Rosenthal's lighting is effective. A jazz combo on the edge of the set seems incongruous. Whit.

#### Kukla & Ollie

N. Y. City licensing approval since with personable delivery and an excellent voice. Other good male support comes from Rex Everhart, a slow-thinking Joe: Ralph Dunn as a crooked police lieutenant; Eddie Phillips, another pilfering cop; Roy Fant as a shyster photog. Good distaff talent is provided by winsome Wynne Miller, volatile Elicen Rodgers, brassy Lee Becker, and a naive Irene Kane.

George Abbott's staging gives a discovered in the large staging gives a discovered in the large staging gives a large staging gives and service (whether soft some staging approval since no quasi-theatre may be housed in a lotel. The Puppet Room, therefore, will eschew any "theatre" connotations, per se. Policy of food and service (whether soft beverages only because of the kid gonnation and the lyrics are sadily deficient in the humor they regraph that the proper Room, therefore, will eschew any "theatre" connotations, per se. Policy of food and service (whether soft beverages only because of the kid gonnation and the lyrics are sadily deficient in the humor they regraph that the proper Room, there does not connotate the proper staging approval since no quasi-theatre may be housed in a lotel. The Puppet Room, therefore, so the staging approval since not get a lotel. The Puppet Room, therefore, so the staging approval since not proper to the stag

## **Shows on Broadway**

Vintage \*60.

avid Merrick, with Zev Bufman, ed Sworte, with Zev Bufman, ed Sworte, with the Sworte, with th matr. John asmin, Robert, Ginzler, Peter Kingalor, Similadel, John Lesko, Gershae Similadel, John Lesko, Gershae Similadel, John Lesko, Gershae Witt, Dick Patterson; features Mickey Deems, Enmaline Henry, Marc Wilder, Garrett Lewis, Bob Trevis, Bert Convy, Bonnie Scott, Michele Lee, Larry Ribert, Scott, Michele Lee, Larry Ribert, Berlors, Robert Lone, Svivia Lewis, Opened Sept. 12, 40, at the Brooks Atkin, on (formerly Mansield) Theatre, N.Y., 77.50, top (65.69) opening).

The trip east must have taken something out of "Vintage '60." On the-scene reports from Hollywood last spring rated it a fresh, funny and pleasantly unpretentious topical revue, and various Broadway dialog and character analysis in this bitter treatment of an unsay-iscouts later sent back promisory situation, but her theme is so ing word about it. But at the sordid that it may have doubtful Brooks Atkinson Theatre (formerly appeal for the general theatregoes, Mansfield), where it opened last some of whom may find it offen- Monday night (12), the show doesn't appear to have what it takes.

There are occasional funny spots in the 30 sketches and numspots in the 30 sketches and numbers, notably in the second half. But they're few and generally not emphatic. Considering also the absence of anything like a hit song, the dearth of dancing, the monotonous tone and pace and the lack of even the semblance of a boxoffice name or star personality, "Vintage" is a dubious bet for Broadway producer David Merrick and his associates in the venture, Coast producers Zev Butman, Goerge Skaff and Max Perkins.

There have apparently been con-There have apparently been considerable changes in the show as originally presented in Hollywood. Even the day of the premiere, the order of sketches and numbers was revised, with four items being added and three dropped, so a special two-page Playbill insert had to be issued to reviewers and other lever first-nighters. key first-nighters.

In the case of one sketch in par-In the case of one sketch in par-ticular, a television western bur-lesque of "Hamlet," the replace-ment material (which had been in the show on the Coast, but then removed) probably was an asset. The impression remains, however, that "Vintage" basically lacks suf-ficient punch or polish.

On the basis of the preem, the better items include "Angry Young Girl," in which top comedienne Barbara Heller enacts a rebellious teenager and has several good laugh lines. "Vanityades," in which laugh lines: "Vanityades," in which the same performer ribs modern women's synthetic beautifers; the Shakespeare travesty called "Gun-fight at Elsinore Junction"; "All American." a wry comment on German-born missile experts, and "The Kinney Parking Lot Plot," about Manhattan's current epi-demic of building demolitions.

demic of building demolitions.

Some of the other sketches and numbers have provocative ideas, but aren't sufficiently developed or pointed, lack subtlety and in most instances 20 on too long. There's a woeful absence of change of pace. The sketches all seem to be played in the same frenzied mood and tempo. The music gives the impression of being virtually tuneless, and is practically identical in style, besides being too loud.

There's no real singing to speak

There's no real singing to speak of, and nothing in the way of in-teresting or skillful dancing, either teresting or skillful dancing, either solo or group. That pretty much leaves it to the individual per-formers, plus Fred Veelpel's spare but sufficient scenery and Ray-mond Aghayan's striking costumes.

mond Aghayan's striking costumes.

Miss Heller can be a funny girl.
She has professional skill with a comedy characterization or a joke line, slightly reminiscent of Beatrice Lillie. Mickey Deems, Fay de Witt, Emmaline Henry and Dick Patterson are hard working, moderately diverting supporting cutups. The others are at least youthful, energetic and personable. As stager of the sketches, Michael Ross seems to lack a sense of variety, and the choreography. The musical staging of Jonathan Lucas is generally on a single, univentive note.

(Closed last night (Tues.) after

(Closed last night (Tues.) after two performances.)

Marcel Marceau's Compagnie de Mime N. Y. City Center Theatre Co. (J.

Clerks....Mar Chief Clerk Tailor : aughter Chief Clerk's Wife Clerk's Wife :

Marcel Marceau, who has toured the U.S. successfully several times as a solo performer, has now brought his mime troupe for the first presentation in this country of his full-scale pantomimic version of the Nicolas Gogol's classic Russian short story, "The Over-Russian short story, "The Over-coat." The company should have a click four, though the increased operating and transportation costs will probably reduce the profit.

operating and transportation costs will probably reduce the profit.

Although the full-cast "Overcoat" is likely to arouse interest and comment, thereby sparking business. Marceau and his solo pantomime sketches remain the backbone of the show. The great French mime is offering some of the same items he has presented previously, but several of the new items are as impressive as anything he has ever shown here.

"Overcoat" is the story of obscure clerk who, when he's unable to have his threadbare coat revalred, toils and skimps for the price of a luxurious fur garment. When he finally acquires it his life is transformed. He becomes a social lion, confident and happy. But a gang of thieves beats him and steals the coat and, in a pathetic climax, he stumbles away toward his old life of drudgery. The entire cast gives a skillful performance, but Marceau's portrait of the central character is a masterpiece.

The first portion of the show

ance, but Marceau's portrait of the central character is a masterpiece.

The first portion of the show consists of the star's inimitable solo sketches, including four so-called exercises, a billposter, performers at a fair (the tight-wire walker is a gem) the juggler and various people in a public par, plusfive of the familiar "Bi characterizations, including baby sitter, china salesman, ocean liner passeniger, street musician and as a triumphant finale, a mask maker in a terrifying predicament. As in previous local engagements, Pierre Verry holds the card announcements for the star's solo sketches.

Hobe.

#### Stratford (Conn.) Fest \$45,800 for Final Week: Season Total Was 640G

Stratford, Conn., Sept. 13.

The American Shakespeare Festival ended its season last Sunday (11) with a sturdy \$45,800 gross for the final frame's repertory of three performances of "Antony and Cleopatra," costarring Kathari Hepburn and Robert Ryan; three performances of "Twelfth Michael Cheming Michael Control of Twelfth Michael Cheming Michael Ch

ri Hepburn and Robert Ryan; three performances of "Twelfth Night," starring Miss Hepburn, and two performances of "The Tempest." The total gross for the semester was around \$640,000 as compared to \$501,000 last year.

The attendance tally this summer hit an estimated 155,000 ascompared to 142,822 in 1959. Thi compared to 142,822 in 1959, the year's five-week pre-season program for students grossed \$112,137 as compared to \$79,422 for a three-week student session last summer. The Festival was scaled to a \$5.25 top weeknights and matinees and a \$5.75 top Saturday nights for a potential weekly capacity gross of \$51,850.

pacity gross of \$51,850.

The Festival Co. will begin touring in a repertory of "Midsummer Night's Dream" and "A Winter's Tale" next Sept. 26 in Boston. Next year's repertory program here will consist of "King Lear," "As You Like It" and "Troilus and Cressida."

British producer Michael Cod-ron has obtained the London rights to "The Tenth Man" and plans to present it there in 1961 by arrangement with Saint Subber and Arthur Cantor, the American producers. Donald McWhinney will direct.

# **OFF-BROADWAY COSTS BIG COIN**

# It Takes Slide Rule (or Lawyer) To Figure that 'Vintage' Contract

The Broadway production of "Vintage '60" represents one of the most complicated financial setups in recent legit history. An intricate profit-sharing arrangement has been worked out for the Coastoriginated revue, which opened last Monday night (12) at the Brooks Atkinson Theatre, N. Y. formerly the Mansfield.

The complicated situation has a twofold basis—two separate particular the separate particular to the separate part

(This story becomes academic in light of the flash notification at Vanutry pressure that Wintage 60°; was scheduled to close last night (Tues.) after two perform-

nerships are to share in any profits from the New York production and also the profit is to be divided two different ways, with the participation in revenue from a contemplated Las Vegas stand. The Vegas angle reflects continued interest by Broadway producer David Merrick In booking legit shows for nitery engagements at that gambling-re-

tory, music and visual splendor than choreographic brilliance, the Royal Ballet, with Margot Fonteyn as captivating guest artist, makes the performance a treat for dance buffs and at least a pleasant show for non-addicts. Miss Fonteyn is the unquestioned standout of the long evening (three hours, Including three Intermissions).

For lithe, controlled grace and seemingly effortless perfection of style, Miss Fonteyn continues to be a revelation. Dancing the title role, she has not only virtuoso technique and a talent for characterization, but also the infectious personal warmth of a genuine star.

Michael Somes, as the romantic lead, Prince Florimund, Is also a fine dancer, and his solo bits and pas de deux with Miss Fontey provide several of the brighter moments. Other standouts include Deanne Bergsma the Good Pairy, Annette Page and Brian Shaw as the Blue Birds, Ann Howard and Douglas Steuart as the White Cat and Puss-in-Boots, and Antoinette. Sibley, Christine Beckley, Anya Linden, Miss Page and Maryon Lane as Fairies. Ray Powell gives a credible acting portrayal of the Wicked Fairy, John Lanchbery, conducted the opening performance skillfully.

As a regular \$9.35 top (\$12 opening) the engagement should pile a staggering grost. There was an enthusiastic standee-limit house for the opening.

Hobe.

## Stratford (Ont.) Actors

Stratford (Ont.) Actors
Stratford, Ontario, Sept. 13.
The 1960 Tyrone Guthrie
Awards, ranging in value from \$100
to \$1,500, have been presented to
five members of the Stratford
Shakespeare Festival here. The recipients were Al Kozlik, Don McDonald, Cynthia McLennan, Fred
Nihda and Sheila Macdonald.
The awards, established in 1953,
are designed to provide scholarships for the development of
Canadian theatre, Money for the
award fund is raised through an
annual benefit matinee.

# Profit Now 50% On 'Hole in Head'

Hole in the Head," in the three rears since its Broadway closing, has edged past the 50% profit mark. The Producers Theatre presponders to the producers Theatre presponders to the producers that it is marked to the profit on the inted cution of \$43,824 on the \$85,000 investment.

Broadway producer David Merrick
in booking legit shows for nitery
engagements at that gambling-resort.

Merrick, who's co-producing
"Vintage" with the original sponsors of the Coast company, Zev
Bufman, George Skaff and Max
Perkins, is currently represented
in Vegas by the touring production
of "Destry Rides Again," and previously by "World of Suzie Wong."

The Broadway production of
"Vintage" is capitalized at \$165,000
with the company comprising most
of those connected with the show
when it opened last April at the
Ivar Theafre, Hollywood. Another
'Continued on page 58'

Royal Ballet Preems

4-Week Metopera Stand
With Lavish Beauty

The Royal Ballet formerly Sadler's Wells) presented a glittering
new production of the classic "The
Sleeping Beauty" last Sunday night
(11) at the Metropolitan Opera
House, N. Y. Under the management of S. Hurok, the troupe is in
for four weeks, and will then tour
"Sleeping Beauty" with clore
graphy by. N'Icolal Sergueff,
based on the original of Marius
Fetipa, to Tchaikowsky's familiarscore, is primarily a musical and
scenic vehicle rather than a strong
dance work. The British company's
new production of the description
and the deropolitan Opera
House, N. Y. Under the management of S. Hurok, the troupe is in
for four weeks, and will then tour
"Sleeping Beauty," with clore
graphy by. N'Icolal Sergueff,
based on the original of Marius
fetipa for the December-May span
fetipa for The December of the testish company's
new production of the classic "The
slieping beauty," with clore
of any the defect and left a profit, of \$22.584 as of a
for the December of the flate of the subsequent year.
The profit was increased by
\$4.329 during 1958 and an addifor four weeks, and will then tour
"Sleeping Beauty," with clore
of a profit was increased by another \$14,000
in the Head," in the thead," in the thead, "An are the serving the state of the film
from the defeit and left a profit, of \$22.584 as of a
for profit was increased by another \$14,000
in the Head, "Sound the serving the

# 1959-60 SEASON

production soared again last season. An estimated \$900,000-\$1,000,000 was spent on 76 Equity-bonded ventures (plays, musical and revues), plus four miscellaneous offerings (solo and mime shours)

The total capitalization for the The total capitalization for the 1959-60 semester represents an increase of about 50% over the amount invested off-Broadway two seasons earlier (1957-'58), when the bankroll for 59 professional offerings on the basement and beliry circuit was figured at aroun. **\$600 000** 

ings off the basementard-bening circuit was figured at aroun. \$600,000.

Omitted from the statistics for the 1959-60 and 1957-58 periods are the Phoenix Theatre presentations, which were included in VARIETY's tally last year of 76 proofferings during the 1958-59 off-Broadway season. The combined investment in those entries was estimated at \$1,000,000.

Of the \$1,000,000, the production tab at the Phoenix alone for four shows was figured to have represented \$250,000-\$300,000. Therefore, exclusive of the Phoenix quartet, the number of productions for the 1958-59 season would have been 72 and the combined investment around \$700,000-\$750,000.

The reason for dropping the Phoenix from the tabulation is that its off-Broadway designation reflects location rather than a particular type of operation and the comparatively high for off-Broadway) cost of its productions contributes to a distorted view of the regular off-Broadway scene.

Thus, the Variety off-Broadway record of professional productions and estimated financing for the last three seasons reflects the following progression: 59 shows during 1957-58 at an estimated \$600.000 capitalization: 72 shows during

which hiked the amount discussed thus far to \$43.569. On the of a 50.50 split between the entered and the backers, that the latter a return of over on their investment. A \$255 to has been retained by the lement for future distribution and his longtime collaborator, composer Richard Rodgers. The estate has not yet been evaluated. Hammerstein's widow, Mrs. Dorodaway production.

LEAGUE, TOOTERS

NEAR PACT ACCORD agreement on a new contract en the League of N.Y. Thead agreement on a new contract en the League of N.Y. Thead immit Local 802 of the Americed enthe League of N.Y. Thead the Mondows and the N.Y. The N.Y. Was bequeated at the time that Hammerstein's being the N.Y. Was bequeated at the time that Hammerstein's being the N.Y. Was bequeated at the time that Hammerstein's being the N.Y. Locate of the League of N.Y. Thead the N.Y. The N.Y. The N.Y. The N

merstein's widow.

His son William also received all the Doylestown property except for a 100-foot wide strip owned by the widow. Hammerstein also left cash bequests of \$10.000 apiece and \$5.000 to Walter Moen. Estate's executors are his widow, his son William and Reinheimer. The will stipulated that Hammerstein's theatrical assets continue to be managed by the same persons as when he was alive.

Hammerstein's theatrical assets to be managed by the same persons as when he was alive.

Hammerstein's theatrical assets to be managed by the same persons as the theatrical assets continue to be managed by the same persons as the first of the person with the entertainment field, and his copyright interests in literary works, dramatic works, lyrics, music, plays and motion pictures.

# \$1-MIL. B.R. FOR Guild & Schary Absorbed \$28,074 Of \$133,674 Loss on 'Highest Tree'

#### Stratford (Conn.) Group To Open Tour in Boston

Actors at the American Shake-speare Festival & Academy, Strat-ford, Conn., will form a touring speare Festival & Academy, Strat-ford, Conn., will form a touring company to offer "A Midsummer Night's Dream" and "The Winter's Tale" as a two-play repertory. The tour will open Sept. 26 in Boston.

The productions are being staged by Jack Landau, with dances choreographed by George Ballorchine, and Diane Forhan, and music by Marc Blitzstein. Bert Lahr is slated as guest star. The tour, planned as an annual event, will also feature lectures on Shakespeare and his plays by members of the company.

# **Bob Whitehead**

The League of N.Y. Theatres will hold its annual election Oct. 6 at the Hotel Astor, N.Y. A nominating committee, appointed by League president, Louis A. Lotio, has selected candidates for officer posts and the board of governors. Independent nominations, supported by a petition signed by no less than 15 League members in good standing, may be made if filed with the executive director not less than 15 days prior to the election.

The nomination committees slate includes Robert Whitehead, resident; Herwan Shumlin, first vice president; Robert Joseph, second veepee; Gilbert Miller, treasurer, and Robert Griffith, sec-

Last three seasons reflects the following progression: 59 shows during 1957:58 at an estimated \$600. Occapitalization: 72 shows during 1958-59 at an estimated \$700,000 (Continued on page 58)

Hammerstein Left All To Immediate Family

Oscar Hammerstein 2d, lyricist producer who died Aug. 23 in Doylestown, Pa. left virtually his entire estate to his immediate family, according to his will filed in N. Y. Surrogate's Court last week. The will was witnessed at the time that Hammerstein signed it by Denise Reynolds Anne Clatternan

peing tickets.

Additionally, Lyric is having an indice unprecedented run on single tickmer-ets. with \$20,200 worth of orders to Ma-arriving the first day. Only availabilities are half of the Monday.

and Wednesday and Friday performances and all the Saturday performances. The seven Saturdays dall were not offered on subscription scept but are virtually assured of selling word.

Lyric performances are scaled to. \$9 at the 3,750-seat Opera House.

The Theatre Guild and Dore Schary, as co-producers of last season's flop Broadway presentation of Schary's "The Highest Tree," footed \$28,074 of a \$133,674 loss on the venture. That's revealed in an audit covering the show's production costs, out-of-town tryout and New York run.

town tryout and New York run.

The play, which folded after three weeks at the Longacre Theatre, N.Y., was capitalized at \$120,-000 (provision for 10% overall wasn't exercised). The backers' investment was only \$105,600, the equivalent of a 44% interest in the presentation. The \$14,400 balance of the basic investment represented bonds furnished by the producers for a 6% stake in the venture, in addition to their regular 50% share of the production.

Since the backers put up only

bers of the company.

Iar 50° 6 share of the production.

Since the backers put up only \$105.600 of the \$133.674 loss, the balance covered by the management was \$28.074. Had the overcall been made, the management expense would have been reduced by \$10.560. In addition to the coin shelled out by the producers, office costs of \$300 weekly and a management fee of \$200 weekly and were waived on the show's three-week new York stand.

were Waived on the show's three-week New York stand.

An author royalty of 10% of the gross was waived by Schary on the Broadway run and on the last week of a four-week out-of-town tryout. Schary, who also directed the production, was to get 3% of the gross as stager, but he waived that royalty entirely. However, he did get a \$5.000 directorial fee.

The play, which costarred Kenneth McKenna, Diana Douglas, Howard St. John and William Prince, cost \$100.223 to produce. Another \$8,755 was dropped on the pre-roadway tryout 'Philadelphia and Boston' and preliminiary New York expenses accounted for 196.805, which brought the cost of opening the show on Broadway to opening the show on Broadway to \$115,783.

The operating loss for the three weeks in New York was \$12,799. Closing expenses came to \$2,160 and quote ads cost another \$3,316, bringing the total outlay to \$134,058. The sale of props and costumes brought \$384.

## Philly Official Squawks At 'Best Man' Reference To Local Water Supply

A reference to Philadelphia water in Gore Vidal's play. "The Best Man." has elicited a formal complaint from the Office of the City Representative there. The of Chicago. Sept. 13.

The Lyric Opera, opening its scason Oct. 14, seems certain to post a record gross this year. The Chicago company is already more than 50% sold out for its seven-week schedule, with the annual subscription drive registering a new high of \$255,123 for series tickets.

Additionally, Lyric is having unprecedented run on the company is already more week schedule, with the annual subscription drive registering a new high of \$255,123 for series tickets.

"Thus your reference to Philadelphia water in The Best Man' is no longer palatable by Philadelphians and Philadelphia. Since we now have the finest water filtering plant this side of the Missistering plant this side of the Missistering plant this side of the Missistering plant this side. sippi and since health authorities and engineers the country over to-day are praising us for our water, we don't feel the 'old image' should be presented to the public as fact.

Plan Year-Around Stock
Theatre for Roslyn, L. I.

A year-around stock operation is to be opened Nov. 30 at the Roslyn (L.I.) Theatre by Arthur Whitelaw. Preston Fischer and Ronald Leaser, all local residents. The house, in the middle of the town, was built in 1920.

The producers plan to bow with "Two for the Season" and present each show for a week or more.

as fact.

"We hope that this is treated quite seriously by you and that some move is made to eliminiate the sour recent brochure on our water plant, to supplement our argument."

What action, if any, Vidal will take in regard to the Philly squawk in the middle of the town, was built in 1920.

The producers plan to bow with "Two for the Season" and present each show for a week or more.

## **CASTING NEWS**

Following are available parts in uncoming Broadway, of Broadway, and touring shows, as well as ballet, films, industrial and television shows. All information has been obtained directly by the Variety Casting Department by telephone calls, and has been rechecked as of noon yesterday (Tues.).

The available roles will be repeated weekly until filled, and additions to the list will be made only when information is secured from responsible parties. The intention is to service performers with leads provided by the managements of the shows involved rather than to run a wild goose marathon. This information is published without

In addition to the available parts itsted, the tabulation includes productions announced for later this season, but, for which, the managements, as yet, aren't holding open casting calls. Parenthetical designations are as follows: (C) Comedy, (D) Drama, (MC) Musical Comedy, (MD) Musical Drama, (R) Revue, (Rep) Repertory, (DR) Dramatic Paradina.

#### Legit

#### BROADWAY

"A Clean Kill" (D). Producer, Clifford Hayman (230 W. 54th St., N. Y.; JU 2-4095). Accepting photos and resumes, through agents only, of British performers, c/o above address. Available parts: three character men; two character women; woman, 27.

"Advise and Consent" (D). Pro-"Advise and Consent" (D). Producers, Robert Fryer & Lawrence Carr (234 W. 44th St., N.Y.; LA 4-2844). Available parts: man, 60's, allert, powerful though ailing; man, 45, polished, attractive, articulate; man, 40 ambitique, man, 24 ambitique, man, 25 ambitique, man, 25 ambitique, man, 26 ambitique, man, 27 ambitique, man, 28 ambitique 45. polished, attractive, articulate; man, 40, ambitious; man, 35, sincere but seemingly spiteful; woman, 30, pretty, happy, unsophisticated; woman, 45-50, realistic; man, 60, politician; man, 50's, wiry, persussive; man, 60; simple, sincere, westerner; man, 50's, flinty-voiced, picky New Englander; man, 58-60, deep-voiced mid-westerner; man, 60's, genlal, eminent New Englander. Mail photos and resumes, co Robert Linden, above address. Robert Linden, above address.

c. o Robert Linden, above address.

"All The Best People" (C). Producers, Joel Spector & Buff Cobb (147 W. 57th St., N.Y.; PL 7-2691). Available parts: naive femme, 21; male, 30-35; middleaged femme, eyecutive male, 50-60; callous male, 30-35. Mail photos and resumes, c. o above address.

"All the Way Home" (D). Producer Ford Co. (2004).

c o above address.

"All the Way Home" (D).
Producer, Fred Coe (234 W. 44th
St., N. Y.; OX 5-9262). Part available for boy, 7, plump, whiny, unattractive; character man and woman, 65-70. Send photos and resume to Gene Lasko, above address.

"A Season in Hell" (D). Producer, Daniel Hineck (32 W. 72d St., N. Y.; TR 7-9792). Part available for dynamic boy, 17-19. Mail photos and resumes, c/o producer, tos and resumes, c/o producer, above address. Readings will be by appointment only.

by appointment only.

"Assignment In Judea" (D). Producer, Eddie Dowling (c/o Lambs Club, 128 W. 44th St., 'N. Y.; JU 2-1515; associate producer, Eric W. Gates. Accepting photos and resumes of men and women in 30's, classic features, c/o above

address.

"Carnival" (formerly "Carrot Top") (MC). Producer David Merrick (246 W. 44th St., parts; title role, girl singer-dancer, 18-22; puppeteers to perform full act; illusionist; three-man acrobatic team, also act; jugglers, must handle Indian clubs and spin plates. Mail photos and resumes, c/o above address.

"Come Spring" (C) Producers

c/o above address.

"Come Spring" (C). Producers, Charles Bowden & H. Ridgeley Bullock Jr. (137 W. 48th St., N. Y.; CO 5-2630). Available parts: two boys, 12-13, one Negro and one white; white girl, 16; white girl, 23; two character men, 40's, one Negro and one white; Negro character woman, 70's, grandmother. Mail photos and resumes, c/o above address.

Prama (untilled formerly "Gen-

sumes, c/o above address.

Drama (untitled, formerly "General Seegar"). Producers Shirley Ayers. Charles Bowden & H. Ridgeley Bullock Jr. (137 W. 48th St. N. Y.; CO 5-2630). Available parts: male lead. 45-55; woman, 50; girl, 30, and 10 reporters. Mail photos and resumes, above address.

femme teenagers. Mail photos

and resumes. c/o above address:

"Gypsy" (MC). Producer, David
Merrick (246 W. 44th St., N.Y.;
LO 3-7520). Part available for boy
singer-dancer, 7-11, under 54 inches tall. Accepting photos and resumes, c/o Michael. Shurtleff, above address

"Hail the Conquering "Hail the Conquering Hero"
(MC). Producer, Robert Whitehead
(165 W. 46th St., N. Y.; PL 7-5100).
Auditions for Equity dancers next
Monday (19; open call for dancers
next Tuesday (20), men, at 10
a.m., and girls, at 2 p.m., at Winter
Garden Theatre (1634 Broadway,
N. Y.)

"La Plume de Ma Tante" "La Plume de Ma Tante" (MC). Producer, David Merrick (246 W. 44th St., N.Y.; LO 3-7520). Part available for dancer-comedienne, must do point work. Send photos and resumes, c/o Michael Shurtleffi, above address.
"Little Meon of Alban" (D). Producer, Mildred Freed Alberg (c/o Milberg Productions, 200 W. 57th St., N. Y.; JU 2-8151). Parts available for seven men. 30's. British able for seven men. 30's. British

Milberg Productions, and the state of the st

Mutual Theatrical Corp. & H & H Ltd. (c/o Jeff G. Britton, 129 W. 52d St., N. Y.; JU 6-0877). Available parts: woman, 60's; three Afro-Negro dancer-musicians, rhythmic Mail photos and resumes, c/o above

"Nine Millionth Star" (D), Pro ducers, Michael Charnee & Geof-frey F. Rudaw (340 E. 66th St. N. Y.; RE 4-1478). Available parts frey F. Rudaw (340 E. 66th St., N. Y.; RE 4-1478). Available parts two men, 35-40, lanky southerners; three men, 25-35, husky, two women, 20-30, attravtive; girl, 14; boy, 15; boy, 16; man, 45, must play violin. Mail photos and resumes, c/o above address.

"Once There Was A Russian" (C). Producers, Leonard Key & Morton Segal (120 E. 56th St., Y.; PL 2-4190). Accepting photos and resumes of character men and women by mail only, c/o above address.

and resumes of character men and women by mail only, c/o above address.

"Rhinoceros" (D). Producer, Leo Kerz (140 E. 79th St., N.Y.; BU 8-2664). Available parts: sexy, buxom young woman. 25; two character men, 45-50; distinguished, elegant man, 35. Accepting photos and resumes. c/o above address.

"Shifting Heart" (D). Producers, Charles Bowden & H. Ridgeley Bullock Jr. (137 W. 48th St. CO 5-2630). Available parts: leading man, 55; woman, 50; girl, 32; boy. 21, all Italian types; leading man, 35; two character men, 40; character woman, 40, all Australian characters. Accepting photos and resumes, above address.

"Sound of Music" (MD). Producers, Richard Rodgers & Oscar Hammerstein 2d (488 Madison Ave., N. Y.); casting director, Eddie Blum. Auditions for possible future replacements for girls, 7-16, and boys, 11-14 all with trained voices, characters. Mail photos and resumes to above address.

"The Count of Ten" (MC). Pro-

male lead. 43-55; woman, 50; girl, 30, and 10 reporters. Mail photos and resumes, above address.

"Do Re M" (MC). Producer, Lavid Merrick (246 W. 44th St., N. Y.). LO 3-7520). Auditions today (Wed). Equity girl singers at 10 a.m.; tomorrow (Thurs.), open singers, girls at 10 a.m.; tomorrow (Thurs.), open singer

acter man, absent-minded, intense; sports writers; character man, drunk; two patrolmen; bartender; stage doorman; messenger boy; city policemen; bum; cab driver; fight fans; pedestrians; thugs. Mail photos and resumes to Busby Berkeley, c/o above address.

"Thracian Horses" (D). Producers, Chandler Warren & William S. Boal (125 Christopher St. N.Y.: TR 2-8671). Available parts several character men and women 25-35; two young men, le man types. Mail photos resumes c/o above address.

"13 Daughters" (MC). Producer Jack H. Silverman (152 W. 42d St. N. Y.; OX 5-3783). Available parts girls, 17-30, Hawaiian types; men of various ages, mainly 20's-30's girts, 17-30, rawalian types, men of various ages, mainly 20's-30's Hawaiian and English types. No casting until leads are set, but now accepting photos and resumes through agents only, 'o Carl Saw-ver above address. ver, above address.

"Two Queens of Love and Beauty" (D). Producer, Jay Julien (156 W. 44th St., N. Y.; PL 7-5250). Available parts: girl, 27; woman, 35, attractive; policewoman, 35, woman, 38, sexy, Mail photos and resumes, c/o Janet Stewart, above address.

"Whole Darn Shooting Match" (C). Producer, Anthony Parella (220 W. 54th St., N. Y.; CI 6-8538). Available parts: man, 26, hand-(230 W 54th St., N. Y.; CI 6-8538). Available parts: man, 26, hand-some, enthusiastic, Ivy Leaguer; girl, 21, striking brunette, quick, alert; man, 30, zany collegiate type; small man, 38, slight, dissipated; man, 40, short, stout, ladies man; man, 28, pompous, petty; girl, 25, sharp features, shrewish; man, 66, New England philosopher type; man, 60, brawny, gruff; man, 50, tall, thin, distinguished; boy, 19, obnoxious, smark aleek; man, 46, paunchy balding, genial; several women, 40-60, woman's club types. Mail photos and resumes, c/o, above address, preferably types Manager above c/o, above address, preferably through agents.

"Wildcat" (MC). Producers,
Michael Kidd & N. Richard Nash
(1501 Broadway, N. Y.; CH 4-6852),
Available part: romantic ingenue,
22 must sing. Mail photos and
resumes to Arthur Rubin, c/o above

#### OFF-BROADWAY

"A Country Scandal" (C). Producers, Lois Bianchi & Amnon Kabatchnik (Greenwich Mews Theatre 141 W 13th St. N. Y.; CH 3-6800). Part available for a middleaged character man. Mail-photos and resumes to above ad-dress, or call Robert Moss, above number for apprintment.

dress, or call Robert Moss, above number, for appointment,
"A Song of Streence" (C). Producer, Arthur Hadley (c/o Lambs Club, 130 W, 44th St., N, Y.;
JU 2-1515). Available parts: leading man, 45; man, 50; Falstafflan, must sing; clergyman, 50; ingenue, character woman, 45. Mail photos and resumes; c/o John McCabe, above address. Only applicants with strong Shakespearian backabove address. Only applicants with strong Shakespearian back-ground will be considered.

"Behind The Wall" (D) Producer "Behind The Wall" (D). Producer, Ammon 'Kabatchnik (c/o Green-wich Mews Theatre, 141 W. 13th St., N. Y.; CH 3-6800). Auditions next Saturday (17), at 10 a.m. for boy and girl, 15-20; two boys, 8-10, at Variety Arts Studios (225 W. 46th St., N. Y.).

"Captain Jinks of the Horse Marines" (C). Producer, Scotti D'Arcy (112 W. 72d St., N.Y.; EN 2-4800). Available parts; plump, bubbly character woman; slender, sweet, character man, Italian accent; elderly matron type; three very bad ballerinas; several bits and extras, Mail photos and resures. Above address Section

and extras. Mail photos and resumes, / above adlress. Script available at Samuel French Inc. (25 W. 45th St., N. Y.).

"Dead End" (D). Producer, Equity Library Theatre (226 W. 47th St., N. Y.; PL 7-1710). All parts available. Auditions next Monday (19) and Tuesday (20) at 10 a.m. 4:30 p.m.; Wednesday (21), at 6-10 p.m., at ELT Rehearsal Hall (133 Second Ave., N. Y.). All applicants must bring Equity membership cards. Script available at Dramatists. Play Service (14 E. 38th St., N. Y.).

"Epitaph for George Dillon" (D).

N.Y.; CH 2-9609). Auditions for men and women singers under 21 for ensemble. Call above number for appointment.

"Macbeth" (D) Michael Lindsey-Hogg, Carlos Sal-gado (Trudaine Productions, 625 Park Ave., N. Y.), Roles of Duncan and Ross are available. Mail photos and resumes c/o above addr

"Rain" (D). Producer, John Fisher & Robert Legionaire (c/o Hayes Registry, 155 W. 46th St., N. Y., PL 7-6300). Audition today (Wed.), at 5-7 p.m. for leading femme role of Sadje Thompson, at. Michael Studios (743 Eight Ave., N. Y.). Script available at Samuel French

"Squaring The Circle" (C). Producers, Cecil Reddick, Dick Mendelsohn & Harvey L. Bilker (6255 Broadway, Riverdale 71, N. Y.; KI 8-5265); director, Reddick, Available parts: ingenue, cute, babyish; ingenue, warm, feminine nabysn; ingenue, warm, feminine; three men, 20's, one over six feet tall, athletic; one character man; a few male and femme walk-ons. Mail photos and resumes, c/o above address.

"Tiger Rag" (MD). Producers, Drummond Productions (c/o Seymour Krawitz, 50 Central Park West, N. Y.; TR 7-7430). Available parts: femme to play age 20-50, good figure, some dancing; man to play 35-55, bumbling, good-natured, some slapstick; man to play 30-40, smooth, some dancing and singing, young man, mid-20's, handsome, dynamic, some dancing, yaudeville performing; in genue, mid-20's, bright, sophisticated, must dance and double as 1920's deb and speakeasy gir; character man, 40's, must double as politician and executive. Apply through agents only, c/o above address. (MD). Producers. "Tiger Rag"

Charles Playhouse. Producers, Frank Sugrue & R. J. Calvin (76 Warrenton, St., Boston, Mass.; DE 8-9393). Several parts available for scheduled productions of "At-Streaters Named Desire" "Mit-Streetcar Named Desire? "Waiting for Godot," and "Waltz of the Toreadores." Mail photos and resumes, c/o above address.

#### TOURING

"Andersonville Trial" (D). Producers, Guber, Ford & Gross (25 W. 54th St., N. Y.; CO 5-7034), Available parts: man, 50's, country squire; man, 40's, materialistic; several men, 40-50, judges and un-derstudies. Mail photos and resu-mes, c/o above address. Script, derstudies. Mail photos and resu-mes, c/o above address. Script, published by Random House, avail-able at bookstores.

"Fiorelle" (MC). Producers, Knill & Tabse (1860 Broadway, N. Y.; JU 2-7650). Part available for middleaged character man, must sing. Mail photos and resumes, Room 1108, above address.

wonce Upon a Mattress" (MC).
Producer, National Phoenix Theeatre (322 E. 50th St., N. Y. OR
4-7160): casting director, Frances
Ann Hersey, Available parts for
bus-and-truck company, casting
in mid-September: three high baritiones, one must dance; tenor;
character man, non-singing; high soprano; soprano-comedienne; male and femme singer-dancers. Mail photos and resumes, c/o above address.

address.

"Miraele Worker" (D). Producer, Fred Coe (234 W. 44th St., N. Y.; OX 5-9262). Available parts; girl, 10, deaf mute, Patty Duke part; woman, 30's; character man, 40's; man, 20's; character man, 30-40; girl, 10-11; Negro boy, 8-10; Negro girl, 8-10; Negro woman, 30's. Mail photos and resunes, c/o, Porter Van Zant, Playhouse Theatre (137 W. 48th St., N. Y.).

"Sound of Music" (MD). Pro-

"Sound of Music" (MD). "Sound of Music" (MD). Producers, Rogers & Hammerstein, Leland Hayward & Richard Habilday (488 Madison Ave, N.Y.). All parts available. Mail photos and resumes, c/o Edward Blum, above address. Script, published by Random House, available at bookstories.

"World of Suzie Wong" (D) Producer, David Merrick (248 W 44th St, N. Y.); casting director, Michael Shurtleff, Accepting photos and resumes of oriental actors and actresses under 30. c/o casting director at above address.

## SHOWS IN REHEARSAL

Merrick (246 W. 44th St., N. Y.; LO 3-7520). "Camelot" (MC). Producers, Alan Jay Lerner & Frederick Loewe (120 E. 56th St., N. Y.;

Loewe (120 E. Doin St., In E., PL 3-6773).

"49th Cousin" (D). Producers, Theatre Guild (27 W. 53d St., N. Y.; CO 5-6170) & Dore Schary.

"Invitation to a March" (C). Producers, 120 (C).

ducers, Theatre Guild (27 W. 53d St., N.Y., CO-5-6170) & Leland

Unsinkable Molly Brown" (MC). Producers, Theatre Guild (27 W 53d St., N.Y.; CO 5-6170) & Dor

#### OFF-BROADWAY

OFF-BROADWAY

"Delightful Season" (MC). Producer, New Enterprises (434 E. 59th St., N.Y.; EL 5-0855).

"Greenwich Village, U.S.A. (R). Producer, Allen Hodshire (400 E. 59th St., N.Y.; PL 9-8518).

"Man and Superman" (C). Producers, Aubrey-Archer Productions (James Forster & Peggy Shields, 12 Seaman Ave., N. Y.).

"The Idiot" (D). Producer, Gate Repertory Company (Gate Theatre, Repertory Company (Gate Theatre 162 Second Ave., N.Y.; OR 4-8796)

#### TOURING

"Once Upon A Mattress" (MC). Producer, National Phoenix Thea-tre (322 E. 50th St., N. Y.; OR 4-

#### Television

Artist Management Associates. (200 W. 57th St.; PL 7-2157). Accepting photos and resumes of applicants for commercials and Industrial every Wednesday 10 a.m. to 5 p.m. c/o Jerry DiGeronimo at above address.

above address.

"Camera Three" (educational-dramatic series). Producer, CBS (524 W. 57th. St. N. Y.; JU 6-8000); casting director, Paula Hindlin. Accepting photos and resumes of general male and female dramatic talent, c/o above address. No duplicates.

Formula Seven Productions.
Producer, B. Lorrell. (1615 Broadway, N. Y.; CO 5.8649). Parts available for actresses, femme models, dancers, for work in commercials. Mail photos and resumes, above address.

"Lamp Unto My Feet" (religious-dramatic series). Producer, CBS (524 W. 57th St. N. Y.; JU 6-6000); casting director, Paula Hindlin. Accepting photos and resumes of general male and female dramatic talent, /o above address. No duplicates.

o duplicates.

"Naked City" (dramatic series).

"Coducer Herbert B. Leonard Producer, her "Naked City" (dramatic series), Producer, Herbert B. Leonard (Screen Gems, 711 Fifth Ave. N. Y.; PL 1-4432). Accepting photos and resumes of general male and female dramatic talent by mail only, c/o above address. Appoint-ments will be made for interviews. above address

#### Films

"Something Wild" (D). Producer, ack Garfein (United Artists, 729 eventh Ave., N. Y.; CI 5-6000). Jack Garrein: (United Artiss, 729 Seventh Ave., N. Y.; CI 5-6000). Parts available for male and female extras. Photos and resumes being accepted at Central Casting (Room 1110, at 200 W. 57th St., N. Y.; CO 5-0756). All applicants must bring SAG membership cards.

"The Kingdom" (D). Producer, Creative Mart Films (507, 5th Ave., N. Y., OX 7-5895). Parts available: male: 28; femme, 20 fair; Polynesian girl, 20; male and female supporting roles. Mail photos and resumes. c/o above address. SAGmembership required. membership required.

#### Industrial

Motorama Show, Producers. Motorama Show. Producers, CyFeuer & Ernest Martin (150 E. 52d St., N. Y.; EL 5-7655). Auditions for Equity singers, Monday (19); Equity dancers, next Friday (22); open dancers, next Friday (23), at the Lunt-Fontanne Theatre (205 W. 46th St. N. Y.); open singers, Sept. 27, at the Broadway Theatre (Broadway at 53d St., N. Y.); girls at 10 am, and boys at 2 p.m. for all calls.

SHOWS IN REHEARSAL
BROADWAY

"Advise and Consent" (D). Producers, Robert Fryer & Lawrence
Carr (234 W, 44th St. N. Y.; LA 4
"Becket" (D). Producer, David

"Becket" (D). Producer, David

# Road Spotty; 'Irma' \$22,900 (4), Wash.; 'Majority' 24G, Det.; 'Taste' 121/2G, L.A.; 'Fiorello' \$46,400, 'Once' \$28,700, Chi

The road was uneven last week. New to the lineup were two pre-Broadway tryouts, "Irma La Douce," which opened strong in Washington, and "Taste of Honey," which had a weak start in Los Angeles.

Angeles, Enlarging the hinterland spread Enlarging the hinterland spread this week are two more tryouts, "Tenderlof," which opened last Saturday night (10) in New Haven, and "Face of a Hero," which opens tonight (Wed.) in Philadelphia. In addition, there are two regular touring entries, "Raisin in the Sun," which opened last Monday (12) in Boston, and "Pleasure of His Company," starting tomorrow night (15) in Rochester.

Estimates for Year West.

#### Estimates for Last Week

Parenthetic designations for out-Parenthetic designations for outof-town shows are the same as for.
Broadway, except that hyphenated
T with show classification indicates
tryout and RS indicates road show.
Also, prices on touring shows include 10% Federal Tax and local
tax, if any, but as on Broadway
grosses are net; i.e., exclusive of
taxes. Engagements are for single
week unless otherwise noted.

#### CALGARY

Music Man, Auditorium (MC-RS), Previous week, \$67,000; Queen Elizabeth, Vancouver.
Almost \$35,000 for seven per-

CHICAGO
Fiorello, Shubert (MC-RS) (1st wk) (\$5.95-\$6.60; 2.100; \$72,500). Previous week, inadvertently underquoted, was \$40,666 with Theatre Guild-American Theatre Society subscription and parties at the Riviera, Detroit.

Opened here Sept. 6 to one rave (Dettmer, American) and three favorable reviews (Cassidy, Tribune; Harris, Dally News; Keen, Sun-Times).

Sun-Times).

Almost \$46,400 for seven per-formances with TG-ATS subscription and parties.

Once Upon a Mattress, Erlanger (MC-RS) (2d wk) (\$5.95-\$6.60; 1,380; \$48,500) (Dody Goodman, Buster Keaton). Previous week, 14.600 for first four performances. Over \$28,700.

DETROIT

Majority of One, Shubert (C-RS) (1st wk) (\$4.50; 1,700; \$42,000) (Gertrude Berg, Cedric Hardwicke). Began tour here Sept. 5.

Over \$24,000 with TG-ATS sub-

#### HERSHEY. PA.

HERSHEY, PA.

My Fair Lady, Community Aud.
(MC-RS) Diane Todd, Michael
Evans), Previous week, \$69,400,
National, Washington.
Almost \$74,400.

#### LOS ANGELES

Best Man, Hartford (CD-RS) (5th wk) (\$5.40.\$5.95; 1,024; \$33,-500) (Leon Ames, William Gargan, Gene Raymond). Previous week,

Nearly \$20,800.

Show Boat, Philharmonic (MD-RS) (4th wk) (\$5.75-\$6.50; 2,670; \$79.800) (Andy Devine, Julie Wilson, Eddie Foy Jr.) Previous week, \$78,200 with Civic Light Opera ssn. subscription. Almost \$78,300 with CLOA sub-

Taste of Honey, Biltmore (B-T) (1st wk) (\$5.40-\$5.95; 1,636; \$53,-000) (Joan Plowright, Angela Lansbury). Opened pre-Broadway tryout tour here Sept. 6.

Over \$12,500 for first seven per-

#### SAN FRANCISCO

Flower Prum Song, Curran (MC-RS) (6th wk) (\$6.25-\$6.90; 1,758; \$62,000): Previous week, \$62,006 with CLOA subscription.

Almost \$62,000 with CLOA sub-

#### WASHINGTON

Irma La Douce, National (MC-T) (1st wk) (\$5.50-\$6.60; 1,677; \$48,-900) (Elizabeth Seal, Keith

with reservations (Carmody, Star; Donnelly, News). Nearly \$22,900 for first four per-

formances with TG-ATS subscrip-

#### SPLIT WEEK

Duel of Angels (D-RS) (Vivien Leigh). Previous week, \$27,000. Alcazar, San Francisco.

Alcazar, San Francisco.
Around \$26,800 for six performances: Auditorium, Denver, Tuesday-Wednesday (6-7), three, \$15,800 with the 2,200-seater scaled to a \$4.50 top; Music Hall, Kansas City, Friday-Saturday (9-10), three, \$11,000 with the 2,565-seater scaled to a \$5 top.

#### Off-Broadway Show

#### H. M. S. Pinafore

Douglas Campbell
Irene Byatt
Howard Mawson
Andrew Downie
Harry Mossfield
Marion Studholme
Eric House

agi. Corcoran Harry Mossfield
sephine Marion Studholme
ir Joseph Porter Elizabeth Mawson
archere Elizabeth Mawson
archerer Rosemary Vaciovas Verikaitis
hoate, Genevieve Gordon Ann Derboth
hoate, Genevieve Gordon Ann Surboth
hoate, Genevieve Gordon Ann Surboth
hoate, Genevieve Gordon Ann Surboth
arbara Ann Walters, Eleanor Winter,
conard Bilodeau, James Carville, Isora
conard Bilodeau, James Carville, Isora
de Nelson, Eandy Philips Rillion, Rondd Nelson, Eandy Philips Robert Rue,
an Stevens, Ralph Vuccl Jr.

As the opening production of its eighth off-Broadway season, the Phoenix Theatre has imported Ty-rone Guthrie's revival of "H.M.S.

rone Guthrie's revival of "H.M.S. Pinafore," presented this summer as part of the Stratford (Ont.) Festival. The significance of the show is that it's supposed to be an untraditional version of the Gilbert & Sullivan comic opera classic. In a program note, Guthrie reveals that he's never seen a performance of "Pinafore," but his general approach appears to have been not radically different from the traditional staging of the D'Oyly Carte Opera Co. This revival avoids the stilled staging that has inevitably become part of the vival avoids the stilted staging that has inevitably become part of the D'Oyly Carte original, and in at least one instance a usually minor song is given new prominence.

But while casual showgoers will presumably like the relaxed quality of Guthrie's treatment, there's nothing drastic enough to give tra-

ity of Guthrie's treatment, there's nothing drastic enough to give traditionalists apoplexy. The one definite inferiority of this revival is the not-always clear enunciation of the singers, in contrast to the near-perfection of the endlessly trained D'Oyly Carte troupe.

As a boxoffice draw, "Pinafore" should do reasonably well for the Phoenix, although the increased overhead for the larger-than-usual company and the orchestra pit will limit the operating margin. On

company and the orchestra pit will limit the operating margin. On the basis of press reaction and general public attitude toward the Phoenix, the show appears to be an asset.

an asset.
Guthrie's staging leans toward
the naturalistic, and it is agreeably
the naturalistic agreeably corny. flexible, if occasionally corny (there's also at least one self-conthere's also at least one self-con-sciously clever bit of moderniza-tion of the lyrics). Louis Apple-baum conducts the orchestra skill-fully, and Brian Jackson's scenery and costumes are brightly atmos-

pheric.

The piece is for the most part agreeably sung and acted. Marion Studholme is a melodious, pleasing Josephine, while Harry Mossield is fine as Capt. Corcoran, Eric House is amusing as Sir Jo-Eric House is amusing as Sir Jo-heph Porter, Andrew Downie is an acceptable Ralph Rackstraw, Irene Ryatt, is good as Buttercup, and Howard Mawson, Douglas, Camp-bell and Vaclovas Verikattis are notable crew, members. Hobe.

(1st wk) (\$5.50-\$6.60; 1.677; \$48.900) (Elizabeth Seal, Keith
Mitchell).

Opened pre-Broadway tryout
here last Thursday (8) to one rave
(Coe, Post) and two affirmatives tre, Madison, Wis., that week.

#### Stock Review

#### The Captains and the Kings

Westport, Conn., Aug. 23.

Henry T. Weinstein & Laurence Feldman presentation of Philip Langner & John Leisen, Staged by John Gerstad; settings and lighting, William Ritman. Staged by John Gerstad; settings and lighting, William Ritman, Alexander Clark, Howard Free-stars Zachary Scott; Features Edmon Ryan, Alexander Clark, Howard Freelman Papply Opened Aug. 22, '66, at the Country Playhouse, Westport, Connally Brophy Opened, Aug. 22, '66, at the Country Playhouse, Westport, Connally Brophy Opened, Aug. 22, '66, at the Country Playhouse, Westport, Connally Brophy Opened, Aug. 22, '66, at the Country Playhouse, Westport, Connally Brophy Opened, Aug. 22, '66, at the Country Playhouse, Westport, Connally Brophy Connally Brophy Country Playhouse, Westport, Connally Brophy Roman Ryan, Connally Republished Playhouse, Connally Roman Ryan, Connally Roman, Con Joe Bradiey
Carl Millikan
Richard Conway
Adm. Howard Bradley.
Sen. Ed Remp
Adm. Riggs
Adm. Swanson
Adm. Benton
Adm. Benton
Adm. Hall
Harry Locke

From headlines of several years back, Leo Lieberman has written a fascinating first play likely to com-mand attention. The exploits of Adm. Hyman Rickover, shining knight of nuclear propulsion, pro-vide combustible material for dra-matic consideration and the author has met the subject matter head on. It may distress the admiral as much as his vanishing detrac-tors, but it's an impressive if, oc-casionally primitive, work.

The drama concerns the conflict between the old order of the Navy

between the old order of the Navy between the old order of the Navy and the brash young engineering officer who assaults tradition with his campaign for nuclear ships. The Cabinet and Congress are shrewdly drawn into the proceedings, if hardly according to history. But, in his portrait of an unscrupulous Senator who hounds the admiral who knows of certain illicit contracting deals, Lieberman lapses into caricature and loses his effect. The Senator's iniquities

lapses into caricature and toses his effect. The Senator's iniquities are presented too broadly, as indicated by the audience hisses at the final curtain.

As director, John Gerstad must share some of the blame for excesses of the dramatization and characteristics.

cesses of the dramatization and characterization. There was re-portedly protest by the local man-agement, which wanted the villain's role toned down, but the author stuck to his fission. Edmon Ryan, following this lead, had a field day as the solon.

The best scene of "The Captains and the Kings" finds a group of senior admirals meeting in a back room at the Army & Navy Club in

room at the Army & Navy Club in Washington to ponder the problem of their neclear fleedling. Two of the old seadogs are disposed to defend him, but the senior flag of ficer holds the key and finally consorts with the willful senator. There is also a gripping stanza when the son of one of the admirals, fascinated by the nuclear vistas, pilots the first nuclear submarine out to deep waters from New London. The days of the fateful mission are agonizingly ticked off as the Navy awaits the outcome. outcome

ticked off as the Navy awaits the outcome.

Zachary Scott turns in one of his best performances as the fearless naval engineer, already stricken with his own personal problems. He gives the drama its taut pace, and though slight and youthful in appearance, he holds his own in fast company. Phillip Langner and Joel Schenker, the co-producers, have recruited an excellent cast for the admirals, including John Alexander, Alexander Clark and Howard Freeman.

Sally Brophy is agreeable as the admirals secretary and confidante, the only femme role, and Walter Brooke has several telling scenes as the nuclear skipper.

Brooke has several terming as the nuclear skipper. The title is from Kipling's "Recessional," but its destiny should be processional if Lieberman will reckon with the embarrassment of history and briess.

#### Off-Broadway Shows

Off-Broadway Shows

(Figures denote opening dates)

Balvany, Circle in Square (3-80).

Salvany, Circle in Square (3-80).

Salvany, Circle in Square (3-80).

Connection, Living Three (Rep.) (7-18-59).

Country Scandal, Mews (5-5-60).

Fantesicks, Sullivan St. (5-3-60).

Fantesicks, Sullivan St. (5-3-60).

Fantesicks, Sullivan St. (5-3-60).

Fantesicks, Sullivan St. (5-3-60).

Mary Superman, Jan Hus (8-16-60).

Foreit of Jan Special St. (18-3-60).

English Superman, Jan Hus (18-18-60).

English Superman, Jan Hus (18-18-60).

When We Dead Awelen. 4th St. (10-12-60).

English Superman, Jan Hus (10-31-60).

Behind Well, Jan Hus (10-31-60).

Behind Well, Jan Hus (10-31-60).

Brook Dudar. Cherry Lane (10-13-60).

Behind Well, Jan Hus (10-31-60).

Tree In Brook Dudar Salvanon (11-28-60).

Tree In Brook Dudar Salvanon (11-28-60).

Tree In Brook Dudar Salvanon (11-28-60).

Tree In Salvanon (11-28-60).

# B'way NSG, But Marceau \$52,600, 'H.M.S.' \$25,700, 'Bye,' 'Sound' SRO; 'Fiorello' \$56,400, 'Thurber' \$26,000

last week for all shows except "Toys in the Attic," which registered an increase and "Bye Bye Almost \$23,600." (Jason Robards, Jr., Maureen Stapleton, Irene Worth). Previous week, \$21,000. Almost \$23,600. tered an increase and "Bye Bye Birdie" and "Sound of Music." and "Sound of Music, which held at capacity. "Fiorello" failed to maintain its regular sellout pace. As was the case the previous week, the shutdown of the Pennsylvania Railroad is figured to have contributed to the drop in business. Service on the rail system resumed yesterday (Tues.).

The Main Stem got its first new entry of the 1960-61 season last Monday (12) with the bow of "Vin-tage '60." Also opening this week is "World of Carl Sandburg," due tonight (Wed.).

#### Estimates for Last Week

Keys: C (Comedy), D (Drama), CD (Comedy Drama), R (Revue), MC (Musical Comedy), MD (Musi-cal Drama), O (Opera), OP (Op-

Other parenthetic designations refer, respectively, to weeks played, number of performances through last Saturday, top prices (where two prices are given, the higher is for Friday Saturday nights and the fount for weeking the prices where the prices are given, the higher is for Friday Saturday nights and the fount for weeking the product of the prod for Friady-Saurady rights and the lower for weekinghts), number of seats, capacity gross and stars. Price includes 10% Federal and 5% City lar, bit grosses are net; i.e., exclusive of taxes.

Best Man, Morosco (CD) (23d wk; 176 p) (\$6.90-\$7.50; 999; \$41,000) (Melvyn Douglas, Lee Tracy, Frank Lovejoy). Previous week, \$35,600. Almost \$35,300.

Bye Bye Birdie, Beck (MC) (21st wk; 160 g) (\$8:60; 1.280; \$57,518) Previous week, \$57,800. Nearly \$57,800.

Fiorelle, Broadhurst (MC) (41st wk; 324 p) (\$8.35-\$9.40; 1,214; \$58,194). Previous week, \$58,600. Over \$56,400.

Five Finger Exercise, Music Box (D) (40th wk; 313 p) (\$6.90.\$7.50; 1.107; \$40,107) (Jessica Tandy, Roland Culver). Previous week, \$16,000 with twofers.

Over \$14,700 with twofers.

Gypsy, Imperial (MC) (62d wk; 487 p) (\$3.60-\$9.40; 1,427; \$64,500) (Ethel Merman). Previous week, \$45,900.

Over \$44,300.

La Plume de Ma Tante, Royale (R) (91st wk; 723 p) (\$8.05; 1,050; \$44,500) (Robert Dhery). Previous week \$34,400.

Over \$32,100.

Miracle Worker, Playhouse (D) (46th wk; 364 p) (\$6.90-\$7.50; 994; \$36,500) (Anne Bancroft, Patty Duke). Previous week, \$35,800. Almost \$32,600.

Music Man, Majestic (MC) 142d wk; 1,128 p) (\$8.05; 1,626; \$71,000). Previous week, \$43,000. Nearly \$36,000.

My Fair Lady, Hellinger (MC) (234th wk; 1,863 p) \$8.05; 1,551; \$69,500) (Michael Allinson, Pamela Charles). Previous week, \$55,100. Almost \$50.800.

Sound of Music, Lunt-Fontanne (MD) (40th wk; 316 p) (\$9.60; 1,407; \$75,000) (Mary Martin), Previous week, \$75,900.

Take Me Along, Shubert (MC) (43d wk; 336 p) (\$5,60-\$9,40; 1,453; \$64,000) (Jackie Gleason, Walter Pidgeon, Eileen Herlie). Previous

Tenth Man, Booth (D) (44th wk; 343 p): (\$6.90-\$7.50; 807; \$32,000)
Previous week, \$23,400.
Nearly \$23;200.

Thurber Carnival, ANTA (R) (1st. wk; 8 p) (86.90-\$7.50; 1,185; \$49,178) (Paul Ford, Peggy Cass, Eddie Mayhoff, Mayhoff withdrew from the east last Saturady (9) and author James Thurber, making his acting debut, is now appearing as himself in the "File and Forget" sketch.

Over \$26,000 in first week of return engagement. Scheduled to depart Oct. 29 from the ANTA for Wilmington, where it begins tour-ing Nov. 2.

Teys in the Attic, Hudson (D)

West Side Story, Winter Garden (MD) (19th wk; 145 p) (\$8.05; 1,404; \$64,200). Previous week, \$45,700 with twofers.

Over \$44,500 with twofers. Miscellaneous

H. M. S. Pinafore, Phoenix (OP) (1st wk; 7 p) (\$4.95.\$5.50; 1,150; \$35,000). Opened five-week engagement

Opened five-week engagement last Wednesday (7) to unanimous endorsement (Aston, World-Telegram; Chapman, News: Coleman, Mirror; Kerr, Herald Tribune; McClain, Journal-American; Taubman, Times; Watts, Post).
Nearly \$25,700 for first seven performances.

Marcel Marceau Co., City Center (Rep) (1st wk; 8 p) (\$3.95; 3,-090; \$60,000). Opened three-week engagement

Sept. 6 to unanimous approval (Aston, World Telegram; Coleman, Mirror; Kerr, Herald Tribune; Mirror; Kerr, Herald Tribune; McClain, Journal-American; Taub-man, Times; Watt, News; Watts, Post). Almost \$52,600.

Opening This Week

Vintage '60, Atkinson (R) (\$7.50; 999; \$41,200).

David Merrick, Zev Bufman, George Skaff and Max Perkins presentation of revue. Opened last Monday night (12) to two favor-able reviews (Aston, World-Telegram: O'Connor, Journal - Amerigram; O'Connor, Journal Ameri-can) and Five Negative (Coleman, Mirror; Kerr, Herald Tribune; Taubman, Times; Watt, News; Watts, Post. Closed last night (Tues.).

World of Carl Sandburg, Miller's (DR) (\$5.75-\$7.50; 940; \$33,536) (Bette Davis, Leif Erickson).

Armand Deutsch presentation of Norman Corwin's adaptation of the works of Carl Sandburg. Opens to-night (Wed.).

#### Touring Shows

Sept Man Cd Co.)—Alcazar, S.F. (12-26).
Best Man Cd Co.)—Alcazar, S.F. (12-26).
Best Man Cd Co.)—Riviera Hotel,
V. (11-12).
Duel of Angels—Blacktone, Ch (12-6).
Face of a Mera (tryout)—Walnut, Philly
4-30.

24). lorelle Cd Co.)—Shubert, Chi (12-24). lewer Drum Sons—Curran, S.F. (12-24), avitation to e March (tryout)—Hartn., Col. (21-34). me La Bouce (tryout)—National, sh. (12-34). (tryout)—Shubert, New Haven

(24).
Majority of One—Shubert, Det. (12-24).
Music Men (2d Co.)—Aud., St. Paul (14-24).
My Feir Lady (2d Co.)—Playhouse, Wil-mington (12-17); Bushnell Aud., Hartford

My Felr Lady (2d Co.)—Playhouse, Wilmington (12-17); Bushnell Aud., Hartford
(19-20).
Once Upon e Mathress (Hurok)—Erlanger, Chi (12-24).
Plessure of His Company—Aud., Rochester (15-17); Stanley, Ultca (19-20); ParaNew Bedford, Lass, San, (21); Olympia,
New Bedford, Lass, San, (21); Olympia,
New Bedford, Lass, San, (21); Olympia,
Aud., Providence (23-24).
Well (2-24).
Money (tryout)—Biltmore,
L.A. (12-17); Moneyt, Gurbert,
L.A. (12-17); Shibett, Bottoett,
Baven (12-17); Shibett, Bottoett,
Well (tryout)—Forrest, Philly (19-24).
World of Suzie Wong—Erlanger, Philly
(12-24).

#### LONDON SHOWS

LONDON SHOWS

(Figures denote opening dates)
Amorous Prawn, Saville (12-55).
Art of Living, Criterion (3-18-60).
Art of Living, Criterion (3-18-60).
Candide, Wyndham (4-10-18).
Cardide, Wyndham (4-10-18).
Cardide, Wyndham (4-10-18).
Floys Drum Song, Palace (3-24-60).
Floys Ain't, Garrick (2-11-60).
Flower Drum Song, Palace (3-24-60).
Man for All Seasons, Globe (7-1-60).
Pessage to Indle, Comedy (4-20-60).
Pessage to Tiger & Horse, Queen's (22-40).
Visit, Royalty (6-23-60).
Vork's (0-7-40).
Werfor It, Bellors Aldwych (2-24-60).
Werfor It, Bellors Aldwych (2-24-60).
Werfor It, Bellors Aldwych (2-24-60).
When In Rome, Adelphi (12-26-59).
Zoe Shery, Artis (2-2-50).
Scheduler Openings.
Scheduler Openings.
Hallan Straw Hell, 1, 1716 Op. (9-15-60).
Once Upon Media, 1, 1716 Open (9-15-60).
Next Time Yes, Lyrie Opens (9-5-60).

## Off-B'way Costs Big Coin

Ization.

The capitalization of off-Broadway shows last season ran from about \$5,000 to \$25,000 and possibly higher. The average cost for a play is figured to have ranged from \$10,000-\$15,000, with musicals generally more expensive. Incidentally, besides the Phoenix Theatre also excluded from the tabulation are the Equity Library Theatre, N. Y. City Center and N. Y. Shakespeare Festival productions.

As usual, most of the coin invested in the off-Broadway productions went down the drain on unsuccessful ventures. A few of the shows have hit paydirt, but the profit on off-Broadway successes is generally small.

generally small.

Of the 80 off-Broadway presentations tabulated for the 1959-60 season, 56 closed during the semester after registering from one to 95 performances. Another six shows which opened and closed during the season registered more than 100 performances. Those productions, with the number of performances listed parenthetically, were "Billy Barnes Revue" (112, plus 87 on Broadway), "Three Sisters" (257), "Orpheus Descending" (230), "Summer of the 17th Doll" (137) and "Tonight We Improvise" (107).

Eight of the season's newcomers are still running. The shows, with the number of performances as of last Saturday night (10) listed parenthetically, are "The Connection" (312), "Little Mary Sunshine" (340). "Cryst Broadway failures to vintage erform (312), "Little Mary Sunshine" (340). "Cryst Broadway failures to vintage erform (312), "Little Mary Sunshine" (340). "Cryst Broadway failures to vintage erform (312), "Little Mary Sunshine" (340). "Cryst Broadway failures to vintage erform cent Broadway failures to vintage erform call (stellar to the success) and the success and the sunshine of the success and the sunshine of the success and the succe

\$750,050 capitalization and 80 "Zoo Story" (291), "Between Two shows during 1953-6) at an esti- Thieves" (251), "The Balcony" mated \$900.005-\$1,000.000 capital '220. "Fantasticks" (150), "Country ization.

| Comparison of the Country of the Country ization of the Country ization of the Country ization. (150).

Ten other 1959-60 openers, which Ten other 1959-60 openers, which continued their runs into this second, have closed. Of those four went over 100 performances. The quartet, with the number of performances for each show as of its closing listed parenthetically, were "U. S. A." (256), "The Prodigal" (169), American Savoyards' repertory of Gilbert & Sullivan (125) and "Ernest in Love" (103). Incidentally, the various productions put on by the Savoyards are figured in the production count as on presentation. entation.

entation.

The six remaining shows, all playing less than 100 performances, were "Machinal," "Oh Kay," "Camino Real," "Tobacco Road," "Ignorants Abroad" and "The Pretender." More than half the productions offered off-Broadway last season were new, some representing the first professional outing for the playwrights involved. Besides original offerings, the new entries included imports and adaptations.

The 1959-60 off-Broadway season

included imports and adaptations.

The 1959-60 off-Broadway season is considered particularly notable in that introduced four new American playwrights, who've received widespread endorsement. They are Jack Gelber, author of "The Connection." Edward Albee, author of "Zoo Story." Jack Richardson, author of "The Prodigal" and Rick Besoyan, author and composer of "Little Mary Sunshine."

Revivals were also plentiful off-

off-Broadway of the longrun revival of "Leave It to Jane" and two spoofs of the oldtime tuners, "Little Mary Sunshine" and "The Boy Friend," "Sunshine" is still running, "Boy Friend," revived off-Broadway, ended a lengthy run last November.

"Jane," incidentally, is the second longest running show currently

"Jane," incidentally, is the sec-ond longest running show currently off-Broadway. It opened May 25, 1959 at the Sheridan Square Play-house, where it's still playing. The longrun leader, however, is still "Threepenny Opera," which began its stand at the Theatre de Lys five years ago.

The individual capitalization of some of the off-Broadway shows produced last season was as follows:

"Dr. Willy Nilly," \$22,500 (12

performances).
"Lend and Ear." \$15,000 (94 per-

formances) Mis-Guided Tour," \$12,500 (56

"Mis-Guided Tour," \$12,500 toperformances).
"Summer of the 17th Doll." \$12,500 (137 performances).
"All the King's Men." \$20,000 (51. performances).
"Deirfore of the Sorrows," \$13,500 (61 performances).
"U.S.A.," \$15,000 (256 performances).

ances).
"Dinny and the Witches." \$15,000, with provision for 20° overcall (23 performances).
"Time of Vengeance." \$11,000
(69 performances).
"Marching Song," \$15,000 (33
performances).
"Parade." \$15,000 (95 performances).

"Russell Patterson's Sketch-book," \$23,798, with provision for 15% overcall (three preformances), "Between Two Thieves," \$18,

000, with provision for 20% over-call (still running).
"Crystal Heart," \$25,000 (nine

performances).
"Prodigal," \$5,600 (169 perform-

"Come Share My House," \$15,-000 (70 performance "Secret Concubine," \$12,500 (six performances).

"41 in a Sack," \$10,000 (45 per-

formances).
"Miss Emily Adam." \$12,000 with provision for 66%% overcall (21 performances).
"Jackass." \$22,000 with provision for 10% overcall (tw. performances).

"Gay Divorce," \$15,000 (25 per-

"Brouhaha," \$17,500 (two per-

formances): 'Fantasticks," \$16,500 (still run-

"Ernest in Love," \$20,000 (103

perfromances).
"La Ronde," \$10,000 (still run-

ning).
"Camino Real," \$15,000 (83 per-

"Tobacco Road," \$5,000 (24 per-

formances).
"Jack in the Box," \$15,000 (16 performances).

## 'Vintage' Contract

Continued from page 55

company has been assembled for a continuation of the Coast run. The backers of the Broadway production have a 41½% Interest in the come from bookings outside of Las Vegas and a 31.5/12% Interest in revenue from Vegas performances. The partnership responsible for the Coast production is to retain all income from that venture and, in addition, will share in any profits earned by the New York company. Incidentally, an offering circular for the Main Stem project, discloses that the Coast company gross from last April 27-July 3.was \$66.682, of which \$6.913 represented profit.

The producers of the L.A. prescompany has been assembled for a continuation of the Coast run. The backers of the Broadway producion have a 41½% interest in income from bookings outside of Las (egas and a 31-5/12% interest in evenue, from Vegas performances. The partnership responsible for he Coast production is to retain and il income from that venture and il income from that New York company neidentally, an offering circular or the Main Stem project, disposes that the Coast company tross from last April 27-July 3, was 166.682, of which \$6,913 represented profit.

The producers (as group), 315-12%. Additional Compensation to the Producers (Adritional Compensation to the Producers (Additional Pro

entation (Bufman, Skaff and Per-kins) will split a \$250 weekly man-agerial fee on the N.Y. company. The profit-sharing setup for the Broadway venture is as follows: Performances Other Than Las

Vegas

1. Cash - contributing limited partners of the California partnership (as a group), 1134%. limited

2. Creative talent (as a group),

3. New cash-contributing limited partners (as a group), 41¼%.
4. Producers (as a group), 41¼%.

4114%,
5. Non-cash-contributing limited partners of the California partnership: (as a group), 114%, (to be borne equally by Bufman, Skaff and Perkins).
Las Vegas Performances
1. Creative talent (as a group), 53,1%,

1. Creative talent (as a group), 534%.
2. Cash and non-cash contributing limited partners of the California partnership (as a group and in proportion to their individual profit percentages in the California partnership), 31-5/12%.
3. New cash contributing limited partners of the N.Y. partnership (as a group), 31-5/12%.
4. Producers (as group), 31-5/12%.
Additional Compensation to the

**Productions** 

**Musical Direction** 

Choreography

Direction

Just Closed as STAR of the following productions at the **GRETNA PLAYHOUSE** Photo by Charles MAMER Mt. Gretna, Pa. narles Bondi and ST Narles Thank You

Gene P. Otto, Sr. & Jr. Charles F. Coahlan WONDERFU **Richard Kline** Charles Bondi & Shelly deSatnick Patrons of the Mt. Gretna Playhouse and GENTLEMEN OF THE PRESS "Gretna Holdover." "Gretna Holdover."
"Wonderful Town," starring Ruth Webb in the lead role, begins a second successful week tonight at the Gretna Playhouse. The musical which starred Rosalind Russell for a long Broadway run, hash' lost a thing in its tronsfer from Broadway te the straw hat stage—at least it hasn't in the Gretna stanza. Ruth Webb the gol who jout the xing in the Gretna production of The Boy Friend," adds to her stature as an actress in this

TOWN

"THE BOY FRIEND"

AUNTIE MAME"

(First Time)

**Business Manager KENNETH MOORE** Suite 500 247 West 46 St., New York Cl 6-7641 JU 6-6300

Response which held over all of my shows "Ruth Webb's talents provide the launching pad, the solid fuel, and the thrust that puts the production into focus. While she is excellent in the madap scenes; the star is at her best I establishing a touching rapport with her 10-year-old nephew, Patrick Vincent Donahue, in the brief and poignant sections of the play."

SAM TAYLOR, Lancoster, Pa., New Era.

"Ruth Webb demonstrates amazing versatility, stepping from the leading role of last week's musical Wonderful Town, into the demanding title part of the current offering. Auntie Mamer is a comedy with both rollicking good humor, seasoned with moments of touching pathos. Miss Wabb handles the many-faceted characterization with ease and characterization.

"The burden of the show falls an the title role, and the talented Ruth Webb carries her task with aplamb. She combines warmth, vitality, wit and pathos to create a true "Auntie Maine," unpredictable, but wise, iddy yet rad , helpless though strong in moments of crisis, but at all times utterly and delightfully femi

LEBANON DAILY NEWS, Lebanon

"That outrageous 'Auntie Mame' is still going str. 1, and as enacted by Ruth Webb, brightened up a Monday evening for a good-sized audience in Gretne Playhouse." Miss Webb, probably the hardest working actress in summer stock around these parts, takes on the exhausting 'Auntie Mame' role and does it up prettily, with not the slightest sign of the strain she must be feeling after seven straight weeks as a musical comedy leading lady."

JOSEPH T. KINGSTON, Intelligencer Journal, Lancaster,

"Ruth Wabb, who scored heavily us an operatic French School Mistress in Gretna's last production, 'The Boy Friend,' shows amazing versatility as the wonderful star of the current 'Wonderful Town.' In the role originally created by Rosalind Russell, she displays a voice which might rival Sophie Tucker's and an endurance to match. Her 'Congo' with a host of energetic Brazilian sailors, and a vigorous song and dance number called 'Swing,' brought down the house. In her dialogue, she showed the perfect timing which brought her predecessor, Rosalind Russell, fame as a comedienne. ANTHONY ARMS, Evening News, Harrisbur

of The Boy Friend," adds to her stature as an actress in this age. She looks like Ruisell, and she sings in somewhat the same register but here the resemblance ends because she's added little touches of her own to the role of Ruth Sherwood to come up with a pretty testy dish."

SAM TAYLOR, Lancaster, Pai,

"MISS WEBB SCORES. There were moments of delight and Miss Webb was responsible far many of them. High spots of the opening night were divided mainly between Miss Webb, singing 'Ohio' in duet with Christina Bartel, and the singi singing 'Ohio' in of Eden Nicholas."

JACE BENNETT, THE PATRIOT, Harrisburg, Pa.



9/23-10/9 10/10-10/16 10/18-10/30

Convention Hall, Atlantic City, N. J. Madison Square Garden, New York The Arena, Cleveland, Ohio The Gardens, Cincinnati, Ohi The Arena, Philadelphia, Pa.

11/1-11/6 Auditorium, Buffalo, N. Y. 11/7-11/11 Maple Leaf Gardens, Toronto, Ont. 11/13-11/20 Forum, Montreal, Canada (Ont.) 11/1-11/6 11/7-11/11

11/28-12/4

12/6-12/11 12/13-12/18 12/27-1/11 1/12-1/22 1/23-1/29

1/30-2/12

Coliseum, Springfield, Mass. War Memorial, Rochester, N. Y. Coliseum, Charlotte, N. C. Garden, Boston, Mass. R. I. Auditorium, Prov., R. I. Arena, New Haven, Conn. Uline Arena, Washington, D. C.

2/13-2/28 3/2-3/19 3/20-3/26 3/28-4/2 4/5-4/18 4/19-4/23 4/26-4/30

5/2-5/16

Olympia Stadium, Detroit, Mich. Arena, St. Louis, Mo. Coliseum, Omaha, Neb. Stadium, Chicago, III. Arena, Milwaukee, Wisc. Coliseum, Denver, Colorado Sports Arena, Los Angeles, Calif.

# **Shows Abroad**

## Waiting In the Wings

London, Sept. 8.

S. Pilys Ltd. (in association with all Reifgrave Productions Ltd.) presion of a three-led (seven seened with the Noel Coward, Staged by Marthe Noel Coward, Noel Sept. 1, 26, 28 the of York's Theatre, London: \$2.50

Maire Loin
Una Venning
. Mardie Andrews
Norah Blanev
Maureen Delaney
Edith Day
Mary Clare
Craham Payn
Margot Boyd.
Lewis Casson
Sybil Thorndike
Betty Hare
Jean Conrov
. Nora Nicholson
. Nora Nicholson Jessica Dunning
Eric Hillyard
William Hutt
Molly Lumley

Noel Coward's 50th produced play is unlikely to add much to his reputation. "Waiting in the Wings" is a sent mental technical exercise, is a sentimental technical exercise, but provides opportunities for number of veteran performers. Whether the play will have a wide appeal is questionable, but theatre buffs may find enjoyment in Cow-ard's facile combination of comedy

ard's facile combination of comedy and sentiment.

"The Wings" is a home for retired actresses and the play is a slice of life therein, showing the various women's reactions to the tedious business of growing old away from the footlights. Several incidents might, have made a complete play, but Coward prefers to leave them as cameos for acting purposes. The expert cast handles the scenes with practiced ease.

The strongest thread in the slender pattern of the comedy is the resolution of a 30-year-old feud between one of the home's oldest inhabitants and a new arrival. Sybil Thorndike and Marie Lohr handle their mutual scenes immaculately,

their nutual scenes immaculately, with Miss Thorndike in particularly good form in a peorish, pointless scene when her long lost son turns up.

Una Venning has most of Cow-Una Venning has most of Coward's wittiest and inost acid lines and gives them deft throw-away readings. Maidie Andrews, Norah Blaney and Edith Day mainly reminisce about the old days of nusicomedy and to sing a couple of numbers which are padding, and Maureen Delany skillfully plays a melodramatic battleaxe.

Nora Nicholson tactfully handles a role that could have been

dles a role that could have been dles a role that could have been an embarrasment an aged actress who leses her sanity. Mary Clare and Lewis Casson are wasted, and on the younger side Graham Payn and Jean Conroy offer support to their elders.

Margaret Webster has done a good job in creating the teamwork essential to the production. But "Waiting in the Wings" suggests that Coward has furned out a play for his own immediate following.

for his own immediate following rather than for the general public Rich.

#### Going Madly Dutch

Jack and Jill Lands per Jack and Jill Lands per State of Wooder Fewer Number of State of House the State of House the State of House the State of House the State of House of



| English, will dig this international

English, will dig this International hodge-podge.

The hep young couple (the Lardises and the entire cast are in their 20's) with their own financing and Dutch guilders scrounged up from hard-headed native angels, will probably go into the black this year, the second year they have operated the revue in the 245-seat Bellevue Theatre, even though they invested a large sum infirst air conditioning to be installed in any Dutch theatre.

Writer-director-actor Maurice Browning, who staged the revue, has done an excellent job in pacing the cast of eight spices through its lively, amusing repertoire of song, dance and skits. The professionals from England and New Zealand provide a hilarious two hours of rapid-fire entertainment. The truth of "what went on behind Dickens" old curiosity shop" is revealed in a funny short, "Little Nell." done by Vivien Grant, Ray Warwick and Bryon O'Leary; and Maureen Hartley jives the story of the forlorn homely girl who

is revealed in a runny snot. Littue Neil." do no by Vivien Grant, Ray Warwick and Bryon O'Leavy; and Maureen Hartley jives the story of the forlorn homely girl who overdid her dancing lessons in "I'd Rather Cha Cha Than Eat." The gay 90's beauty whose slipers were filled with champagne sings her sad song in "Damp Shoes." revealing a hilarious Wendy McClure, and Hal Kanter's skit. "Customs." as done by John Heawood and Ray Warwick, is a brilliant bit for any American tourist. Vivian Grant is a knock out as the vamp in "Cocaine." and the cast winds up an entertaining eve with the reprise of 'Shows of Yesteryear," with each revealing the part he'd like to play in life if he weren't an actor.

Two-hours, and performed twice nightly, it's the best entertainment buy for an American tourist on the Continent, because the acts are aimed for the Yank abroad, who's portrayed so accurately that the Europeans will laugh instead of scoff at his foibles and fancies.

The show which went on tour of North Africa last year, has excellent numbers for a U.S. television revue, and might do for a sophisticated audience in the U.S. Hage.

#### The Wallace

Edinburgh, Aug. 23.

Edinburgh, Aug. 23.

Edinburgh Fediral Society (in association with Stephen Mitchell) presentation of the stephen Mitchell presentation of the stephen Spring Godder Smith Stephen Spring Stephen Godder Crudday music, and costomes: Audrey Crudday music, lain Hamilton, Opened Aug. 22, 60 at the Assembly Hall, Edinburgh; 52 top.

Earlief, Chondialan.

Earlief, Ghoon

Earlief, Edinburgh

Earlief, Edinburgh ain Haimitton. Opened Aug. 22, 90, at a class and haimitton. Opened Aug. 22, 90, at a class and haimitton of the control of th Situation State St

The talented young American pair Jack and Jill Lardis, who last year inaugurated "Going Dutch," the first English language revue in Europe, have done it again with "Going Madly Dutch." With the help of eight amusing British players routines they we come up with two hours of enterainment aimed at the American our ists and the Yank servicemen and businessmen who are semi-permanent residents. Even the Dutch, nearly all of whom speak It is the safe formula of an out-law rising up against the invader, being hounded through the land, and eventually coming face to face with his conqueror. Malice, treach-ery and trickery vie with love in-terest and courage to form a well-patterned but stirring plot. The five-acter is well served by a large cast, mainly Scot in origin and ancient lingo.

Authored by poet Sydney Good-

ancient lingo.

Authored by poet Sydney Goodsir Smith, the drama gives scope to lain Cutthertson in the title part. Massive, tall and dominating, he seizes it gallantly, perhaps lack sufficient emotional impact in the scene where his lower is slain, but declaiming his lines nobly, in the pre-execution scene. If he falls to capture the full heroic soul. of the title character, he at least falls gallantly, and offers a solid por trayal.

King Edward, as played by Clive Morton, has a blustering dignity that contrasts effectively. He estated contrasts effectively is the contrasts effectively of the English.

#### **Book Stocks**

(As of Sept. 13, 1960 closings)
American Book (AS)47
American Book (AS)4978
Book of Month (NY)1912
Conde Nast (NY)101/
Crowell-Collier (NY) 345a
Grolier (OC)(bid) 3134
Harc't, Brace (OC). (bid) 26
Hearst (OC) 1236
Holt, R&W (NY) 47 8
Macfadden (AS) 978
Macmillan (OC)47
McCall (NY)33
McCall (NY)33 McGraw-Hill (NY)88
Prentice-Hall (AS)3114
Random House (OC) (bid) 313
H. W. Sams (M) (bid) 46
Time, Inc. (OC)(bid) 61
Western Pub (M) (bid) 60
World Pub (M)(bid) 14
FORTA T do: (III)

C—Over-the-Counter Y.—N.Y. Stock Exchange 3—American Stock Ex. —Midwest I—Midwest Ex-dividend

monarch who whips captives after a defeat of Wallace's men at Stirling Castle and spares few who stand in his way.

Hugh Cross, is suitably precise and clipped as the English Sheriff of Lanark, and Robert James has the necessary guile and wickedness of the betrayer of Wallace. John McGregor, is a spirited Robert Bruce, declaiming with clarity, and John Comyn.

Rona Anderson has brief moments of emotion in the early acts as Mirren Braidfute, stain by Hesting while in her pregnancy, and Ruth Lodge and Morag Forsyth act with gentleness as Queen Margaret of England and the Lady Isabella. There are useful contributions also by Walter Carr (in a clever double offering), Alex Allan and Amanda Walker, the last-mentioned impressing as a fresh Scot lass.

Peter Potter has directed well for the open stage, achieving good

Peter Potter has directed wein for the open stage, achieving good effects with, crowd scenes, using corridors from the three corners of the hall for busy mob entrances, and marshalling his soldiers, ar-tisans and musicians in interesting devices. A story-telling device tisans and musicians in interesting groupings. A story-telling device, bringing a welcome modern touch to the ancient story, has James Gibson and Stanley Ratcliffe as two chroniclers. Scot and English, at cross purposes while they commentate on the march of events.

The Audrey Cruddas sets and costumes are effectively colorful, and Iain Hamilton's music create, mood, especially in a whipping mood of the control of the cont

and Jain Hamilton's music creace, mood, especially in a ...whipping scene at Stirling. Play rises dramatically to Wallace's final scene with King Edward before he is led off, to be executed. John Carewe conducts a small orch. Gord.

#### **Production Assignments** BROADWAY

"All the Way Home": David Hays, scenery and lighting. "49th Cousin": Gene Coffin, costuines.

"I'm With You": Bill Colleran, director

director.

"La Plume de Ma Tante": Pembroke Davenport musical director (succeeding Gershon Kingsley.

"Laughs and Other Events": John Robert Lloyd, scenery and

lighting.
"Nine Millionth Star": Earl Sen-

director.
"Thracian Horses": Richard Hor-

ner, general manager; Arthur Cantor pressagent. "Under the Yum Tum Tree": James M. Selvin production as-

"Yintage '60": Gershon Kings-ley, musical director. Off-Broadway "Delightful Season": Bill But-

ler, director.
"When We Dead Awaken": Mel Bourne, set designer.

#### **London Bits**

LUNUON DILS

London, Sept. 13.

Anthony Kimmins is completing a new play, "The Angry Deep."

"A Majority of One" folds Sept. 24 at the Phoenix.

Pat Kirkwood is nixing panto offers to appear with husband Hubert Gregg in a legit piece cammed "Easy Money."

Nivel Bad.

## Literati

A series on Brigitte Bardot, special interest section, including ghosted by N. Y. Daily News Paris colored comics. Daily publication correspondent Bernard Valery, is proving a goldmine for the author and his associates who assisted in preparaing the material. France-Dimanche, the Paris weekly, bought the series for \$30,000, an alltime high in France. Paper reportedly gained between 150-200. The N.Y. Times next month will be on sale throughout the U.K. at because the international edition will France-Dimanche published the bepublished from Paris, with the

weeks of the yarn's publication.
France-Dimanche published the pieces under the tag of 'Terrible Brigitte Bardot," etc. More preferable, Valery feels, would have been "I Live with Brigitte Bardot." Meantime, the series has been sold to the Rizzoll group in Italy for \$15,000 also an alltime high there, and publications have bought it in Germany, Switzerland and Belgium for top sums.

Acking price in Britain is \$100.

gium for top sums.

Asking price in Britain is \$100,000, but no deal has been set as
yet. Curiously, the series has been
turned down by the N. Y. News as
"not fitting their formula." However, reps of Valery are pedding
it to other U.S. sheets. His agent,
incidentally, is Louis Dalmas, more
formally he's known as Marquis
Dalmas de Polignac of the cognac
clan.

clan.

Series reps a fancy piece of tightrope walking legalistically speaking as Valery and his colleagues wanted to "tell all" without giving the actress or others an opening for a libel suit. It was originally hoped, that she would approve the series. But she did not and some months ago filed suit to have the manuscript impounded. Court, however, threw out the Case.

Valery, whose places.

Valery, whose pieces attempt to convey, in printable terms, the "credible complexity" of Miss Bardot, believes the possibility of a libel action is remote because most of the star's love adventures are a matter of record, Moreover, if the case went to court, "real-dirt would have to be dug up." This, obviously, could be "more damaging", than the series.

#### Frazier's Broken Arm

George Frazier's Broken Arm
George Frazier's convalescing
at his father's home in West Roxbury. Mass. from a compound
fracture of his left arm sustained
in a freak auto accident when his
just-purchased English sheepdog
puppy frightened by oncoming just-purchased Engusn sneepuug-puppy frightened by oncoming high beam headlights, leaped across the seat of his master's car. The leash became entangled in Frazier's ankles a way he couldn't reach the brake and plowed into the car ahead. PS—the

plowed into the car ahead. PS—the dog escaped unscathed.— While in West Roxbury Frazier worked on the Harvard-Yale foot-ball article for the December Es-quire. His "Art of Wearing Clothes" ball article for the Earling Clothes" article in the current (September) issue of Esquire took two years to

Roy Howard Steps Down Roy W. Howard got wide press-radio-tv coverage, recalling his Nov. 7, 1918 premature "armistice." when he announced last week that he will continue as president and a director of the N. Y. World-Telea director of the N. Y. Word-leigram & Sun but otherwise will divest himself of editorial and business responsibility. Lee B. Wood executive editor, moves up to the top editorship.

Howard is 77; Wood is 67.

#### Don Marquis Biog

Ed Anthony has holed up at loucester, racing against a Dec. deadline on the Don Marquis

1 deadline on the Don Marquis biography. Editor-author Anthony was an old friend of the creator of "archie and mehitabel" and has had the Doubleday assignment for about a year.

B'klyn Eagle Resumes Oct. 23 Bob Farrell, publisher of The

N.Y. Times' UK Invasion
The N.Y. Times ext month will
be on sale throughout the U.K. at
the same time as the local British
national newspapers. That's because the international edition will
be published from Paris, with the
text being flashed thereto from
New York each evening by highspeed perforated tape across the
transatlantic cable. The signal will
activate typesetting machines.
That oldfashioned thing, air
transport will get the paper out

That oldfåshioned thing, air transport, will get the paper out of Paris every morning all over air r out

CHATTER
Random House Inc. New York corporation, has merged Beginner Books Inc. according to a certificate fried at Albany.

The Brooklyn Eagle Inc. has changed its capital stock from 1,000 shares of no par value to \$50,000, of 10c par value stock.

silent film star.

Dutton has ordered a second printing (also added advertising, including in Detroit, the author's home town for James Leo Herlihy's "All Fall Down," after its strong press and surprise sales kickoff. Metro paid \$150,000 for the film rights and Dutton just placed the British and German foreign rights.

ASCAPer and scenarist Edna ASCAPer and scenarist Edna Walker-Malcoskey will have her epic poem. "The Virgin and the Priestess," published in the fail by Frederick Fell, It's a poetic dramatization of the conversation of the Greek priestess of Approdite by St. Paul. Leo Trachtenberg has antioned film rights. optioned film rights.

optioned nim rights.

Erwin Single, editor of the
Staats-Zeitung & Herold, planes
Sept. 22 to visit Frankfurf, Stutgart, Munich, Vienna Dusseldorf
and Hamburg, He'll be back mid October.

and Hamburg. He'll be back mid-October.

Mrs. Elizabeth Daniels Squire, granddaughter of former Navy Secretary Josephus Daniels, who makes palmistry a hobby, has written a book on it tilled "Fortune in Your Hand," which Fleet is bringing out. Mrs. Squire is married to C. B. Squire, former editor of the Wilton (Conn.) Bulletin and the Ridgefield Press, and founder of An-Nida, an English-language newspaper Beirut. Lebanon. She has written weekly features and news stories on life in the Middle East until their return to Connecticut. She also does a syndicated weekly feature on palmistry called "Helping Hands."

From "Take Five." edited by Al Wright, editorial promotion piece for the Satevepost: "Some of my best friends work on Madison Avenue." a waggish acquaintance of ours said the other day, "but I wouldn't want my daughter to marry one."

Ornstein continues his "Ma and Me" short story series in the American Jewish Times Outlook with "Ma, Me and Milady" in the September Issue. Belle Becker Sideman, former

Belle Becker Sideman, former editor of Random House, and Lillian Friedman, vp. of Brentano's, have coauthored "Europe Looks at the Civil War" which Orion Press will publish Book is believed to be the first collection of contemporary European writings on the War Between The States. Victoria Mayes, 20-year-old daughter of McCall's editor-inchief Herbert T. Mayes, working in Paris on the fashion staff of Elle, the French femme magazine.

WRITERS
Topical, unusual revue man
wanted. Sketches, lackouts, end Score, efc., for infilmete the
club. Professional calibre of
Agents Invited. (Send self-eddre
return.canyelope).

PRODUCER 8683 Olive St., Oakland 27, Cellf.

#### Fire Island, N. Y.

By Mike Gross Hurricane Donna.

### Broadway

The Lawrence (Armina Mar-shall) Languers' 35th wedding anni. Vet sportscaster Clem McCar-thy's 79th birthday; he's at the Dresden-Madison Nursing Home on Fast 67th St on East 67th St.

After 32 years in the Larchmont-New Rochelle belt, Marge and J. Fred Coots (songsmith) have become towners, at the Imperial

House.

The old Waldorf Men's Bar has given way to a new Bull & Bear room, designed by Raymon of Loewy, again restricted to stags up to 3 p.m. and open to both sexes thereafter. Its decor is patterned, after a turn-of-the-century English taxern tavern.

George (Bud) Westmore, Holly-wood makeup man who was one of the judges of the Miss America of the judges of the Miss America 1961 competition, suffered a cor-onary in his hotel room just before the finals and is currently in At-lantic City Hospital, condition re-ported as "satisfactory."

ported as "satisfactory."

On the final night (Saturday) of Margaret Truman's week-stand in "Goodbye, My Fancy," at the North Jersey Playhouse, Bergen Mall, N.J., the capacity audience included her parents, the Harry S. Trumans, now of Independence, Mo., formerly, of the White House, and her husband, Cliffon Daniel, N.Y. Times editor.

Akin to the classic Mark Twain

Akin to the classic Mark Twain crack, the "death" of actor Eric Burroughs, as reported in last week's issue, was greatly exagger-ated. Burroughs has been a patient at the Veterans Administration Hospital in the Bronx, with a gastro-intestinal illness and while quite serious for a time he hopes to be released shortly.

to be released shortly.

Publicist Jack Egan recognizes the I. Rosenberg, 50 Church St. mentioned as being the addressee for the late colored bandleader arranger, Jimmie Lunceford, as being the latter's personal attorney and manager. This is in connection with last week's item that the Chemical Bank was seeking Lunceford because of an unclaimed deposit with the institution. Egan used to p.a. the bandman.

## Minneapolis

By Bob Rees (4009 Xerres Ave. So., WA 6-6955) "Miranda" in second week at "Miranda" in Second Edvth Bush theatre, and Richard

Bill Henderson and Richard Evans Trio into Herb's. Dorothy Dandridge in second week at Hotel Radisson Flame

Dorothy Dandridge In second week at Hotel Radisson Flame Room.

Old Log, Equity strawhatter, ending its 16-week season with "Two for Seesaw."

Leroy "Sloppy" Daniels and Cathy Cooper with Horace Henderson band at Key Club holding over femme impersonator Adrian Ames and song stylist Clea Bradford.

"Thunder in Carolina," southern exhibitors' picture, got its only local playdating in ozoners.

Rosalind Russell here this week to receive a local department store's 18th annual fashion award.

Dorothy Dandridge opened at Hotel Radisson Flame Room Thursday (8). Mort Sahil and Candido into Freddie's.

While business generally is unfer that of a veer see a seconding.

While business generally is un-

While business generally is under that of a year ago, according to the Minneapolis Federal Reserve bank's current report, theatres have been enjoying one of best summers.

At its 43d annual convention in St. Paul, the Minnesota district of the Lutheran church adopted reso-lution noting an "alarming tendency Julion noting an "alarming tendency in the theatre and on the screen to feature immorality and unfaithfulness" and requested congregations to "distribute and study" the Lutheran church's recently published "The Church Looks at Immorality in Print and on the Screen" pamphlet.

#### Australia

By Eric Gorrick (Film House, Sydney)

Frank Sinatra may okay another Aussie runaround next year.

Exit of dollar restrictions sees more U.S. autos on the local high-

the Lee Gordon Stadium Loop.
Advance hit a record level.
Melbourne exhibitors are again
pressing government for removal on cinema ticket sales.

Additional censors have been appointed to cope with the influx of U.S. tv celluloid being uncanned here.

Exhibitors claim femmes are returning to the cinema after an over-diet of blood-and-thunder via tele. Harry Belafonte is tipped to do

another Aussie runaround next year following his solid success here recently.

"Porgy and Bess" (Col) preemed for the Kerridge loop in Auckland, New Zealand, Deal was set by Colin Jones, Columbia chief.

Alan Wardrope named ad-pub-licity manager of Paramount here, replacing Jim Williams who re-signed to enter the commercial

Carroll Musgrave Theatres. operating Prince Edward, Sydney, Paramount's local showcase, had a profit dip of \$6,000 on year's trading to last June 30.

## Rome's USO

Continued from page 2 =

places (they bought), and then he presented them a 15,000-lire fee for services rendered at day's end (\$25). The next day he would go back to all the points touched and get his percentage.

get his percentage.

USO lends a hand on all kinds of information, housing, advice on shopping, and arranges daily tours. During the summer, when the Pope is at Castel Gandolfo, he has audiences Wednesdays and Saturdays in the winter, one day a week only. Finn has gotten the Maestro di Camera Master of the Audience Room) to set aside one of the stall-like spaces which can accommodate up to 300 people as strictly for millike spaces which can accommodate up to 300 people as strictly for military men, their dependents and friends. During the audience, they get rollcalled along with all major delegations for the Pope's specific attention and recognition by him. Since the room will take about 10,000 and is usually jammed, plus having turnaways from all over the world, this USO service is not insignificant for either the very religious or the very curious.

The Pope talks in Italian.

The Pope talks in Italian, switches to French, then is followed by an interpreter who does German, Spanish and English. In German, Spanish and English. In Italian he gets laughs (samples: "People look upon me as their great grand father; but"—and here he indicates his ample girth—"you can see I'm really their great round father." Or, "Many tell me they came to see the new Pope, but let me tell you you're seeing a real old Pope." And, "Iowever nice it is of some to think of me as a sainted father, I'm not a saint yet—and even after I'm dead may not even make it."), but the translators leave out his earthiness for the other than Italians present. the other than Italians present.

the other than Italians present.

The Rome USO is one of about 25 facilities offshore from the continental U. S. which, along withmore than 250 others, is participating in the annual United and Community Fund drives in some 1,500 different American situations. The goal is an annual \$7,500,000 for running money, and there is an additional capital fund campaign on for \$2,125,000 to build an additional 10 overseas sites in emergency areas.

gency areas.

The American Embassy in Rome feels so highly respectful of the USO service in Italy, it is the automatic suggestion as a port of call for any military people who come to town. The bases of the armed forces throughout Europe likewise point leave-taking troops in its direction and the other major USO facilities which are set up to perform the birth resorting the set up to be a set up to birth resorting the birth resorting the set up to be a set up to

facilities which are set up to perform the highly specialized function of providing an impeccable and reliable checkpoint for anything from advice to assistance. The big USO problem is that service men know and use it, but the public which supports it by annual gift-giving believes it went through the separation centre with the 12,000,000 vets of WW II, too. It never even got a chance to draw a relaxed breath, and was more in business than ever while the general public was turning its back on all the trappings of major war and its attendant mobilization.

While it may no longer be the "fashionable" thing to do. USO as it functions in Rome makes the

ways.

Lifting of dollar restrictions vigil that much more bearable, the sees department stores here selling touch of home a little more discrete the latest in U.S. clothes.

Ricky Nelson preemed here for year hitch in Outhersville.

#### VARIETY London

(HYDe Park 4561/2/3)
Leo Genn suffered facial abrasions in an auto crash.
John Osborne and Tony Richard-

son joined the board of Oscar Lewenstein's theatrical setup.

Judy Garland angling for Dirk Bogarde as her leading man in her next film, "Born In Wedlock." Louis Scott, boss of London's rity Empress Club, expanding his saloon with a view to private functions

Ren Bodnes and his wife have

been in city theatregoing and giv-ing an Algonquin looksee at the West End hotels.

Anna Russell met the press Sun-

Anna Russell met the press Sunday (11) before her British tour, which starts at the Royal Festival Hall Sunday (18).
Virginia Pope, Carl Foreman's flack, engaged to Peter Yates, an assistant director on Foreman's "Guns of Navarone."
Jack Hawkins fit again after an eight months' siege with vocal ailment. Next stint is "The Spinster," with Shirley MacLaine.
Warwick Films bought film rights of John Buchan's "Oliver

Warwick Films bought film rights of John Buchan's "Oliver Cromwell." Ken Hughes will do the screenplay and direct. Deborah Kerr signed to co-star with Gary Cooper (just arrived here in Seltzer-Glass production of "First Train To Babylon."

Sir Philip Warter has succeeded Lord Rank as prez of the Cinematograph Trade Benevolent Fund. John Davis becomes a trustee.

John Davis becomes a trustee.
G. H. Pirie named as a director of Robin International London) of Room International London) Ltd., Cinerama Distributors (London) Ltd. and Cinerama Exhibi-tors (London) Ltd.

#### Las Vegas By Forrest Duke (DUdley 4-4141)

The Novelites, a hit in the Dunes lounge, join Frankie Vaughan in the main room Sept. 23.

Billy Petch inked by Lou Walters to choreo the new Folies Bergere, which preems at the Trop, Nov. 5.

Bill Baldwin Sr. in town for

Bill Baldwin Sr. in town for brief vacash, and handing deejays copies of Bill Jr.' "Seven-Teens". Capitol album.
Nacio Herb Brown, Jr., of Rona Records, vacationing at the Tropicana with Mrs. Brown. Brown Sr. is a Vegas resident.
Frankie Laine, now starring at the Dunes, set for N. Y. Waldorf, Oct. 10 and Honolulu's Royal Hawaiian Hotel on Dec. 15.
Producer Eddie Fox tossed a spe-

cial party for Hank Henry at the Silver Slipper, honoring the top banana's 10th year as as topper there.

#### Hong Kong By Ernie Pereira (Tel: 774156)

(Tet: 774456)
Edward Lewis, v.p. of Kirk
Douglas', Bryna Productions, accompanied by Mrs. Lewis, in Hong
Kong for a brief, vacation from
Tokyo. He was guest of honor at a
cocktail party given by Universal
Pictures of Hong Kong at the
Peninsula Hotel.

Jacques Tourneur, director of "Hercules," is presently in Hong Kong supervising background scenes for the television series for the "Barbara Stanwyck Theatre." He has engaged Farkas Film, a local company, owned by New Yorker Marvin Farkas, to take shots of the floating restaurants in Aberdeen, Kai Tak Airport among other spots in the Colony.

French producer Parts Jacques Tourneur, director of "Hercules," is presently in Honor

French producer Raoul J. Levy French producer Raoul J. Levy, on his arrival in Hong Kong from a three-week trip in Communist China, said that Brigitte Bardot would not be welcome in the Red mainland. He went to China to study the possibility of shooting "Marco Polo," in color, in which the Italian actor Marcello Mastroanni would play the lead. His frank comments on the quality of films made in China: "They are way behind." hind.

Latest to arrive in this British Latest to arrive in this British Crown Colony for shooting outdoor scenes is a French film contingent of 15, headed by Yves Ciampi, director of the picture to be called "Who Are You, Dr. Sorge?" Story is about a spy working for the Russians in Tokyo during the last war. Keiko Kishi, Japanese actress—wife of director Ciampi, has a costarring part in the film along with German actor Thomas Holtzmann and Ingrid Van film along with German actor Thomas Holtzmann and Ingrid Van

peninsula. Originally Kowloon had five theatres but a U.S. Treasury Dept. decision to ban showing Hollywood films from Communist Chinese-owned theatres hit the Astor, which had been showing mainly UI product. It is presently showing British and Chinese pic-tures, Firstrun treatres in Hong Kong are Roxy, Hoover, Lee, King's and State. Those in Kowloon: Princess, Gala, Broadway and Royal. The ban against the Astor was expected. It came in the wake of similar action taken against two other Communist-wayed theatres. other Communist-owned the Metropole and Cathay. theatres. latter two cinemas have been showing Russian, Japanese and Chinese films for the last few months.

### Ireland

By Maxwell Sweeney (Dublin 684506)

Abbey director Gabriel Fallon named chairman of trustees for Belfast's new Lyric Players The-atre. Ad agent Johnny van Belle, ac-

tor Roy Crofts and recording engi-neer Bill Stapleton joined board of International Productions, Dublin.

meer Dill Stapleton joined board of International Productions, Dublin.

Brendan Behan skedded for U.S. visit this fall; he's currently finished a new play, "The Catacombs," set for Dublin International Theatre Festival next month. Former Abbey actor, architect Michael Scott, who designed new Abbey with French architect Pierre Sonrel, to do tv studio building for Radio Eireann at Montross, near: Dublin.

Michael MacLiammoir awarded Gregory Medal for outstanding services to the arts by the Irish Academy of Letters: medal commemorates Lady Gregory, one of Abbey Theatre founders.

#### Miami Eyes Vegas Continued from page 1 =

ample. The jet planes, instead of helping the city, have been bring-ing down the wrong kind of people for the most part. The fast travel for the most part. The fast travel helps Vegas whereas it hurts Miami Beach. Vegas depends on short stays. On the other hand Miami Beach wants the more leisurely type of traveler. Florida has also lost out to Puerto Rico and to the Caribbean area.

Caribbean area.

However, the resort owners are now studying formats out of the Vegas catalog of tricks in bringing on the glamor. In Vegas, at all times, the casinos and poolsides are stirring with Hollywood celebs, among others. There is a plan afoot to cuff some of the top names in the area in order to create glamor the area in order to create glamor for the inns.

for the inns.

Morris Lansburgh, operator of
five Miami Beach hotels, and now
the operator of the Flamingo
Hotel, Las Vegas as well, is planning
a glamor junket of top Miami
Beach political figures, newspapermen, and socialities to the Flamingo
in a chartered jet. There are also plans afoot to invite some of the syndicated gossip and society columnists to the resort sometime during the winter at the height of

the season.

The stress, from the hotel pub-The stress, from the hotel publicity departments, is likely to be slanted toward obtaining the haut monde. There is also the possibility that considerable missionary work will be done up north in order to solicit selected groups and individuals to the various line.

als to lend tone to various inns.

Cite Hilton's Technique

It's pointed out that the Hilton hotel chain opens the bulk of its inns with junkets of film names. top newspapermen and political figures. The chain is doing very well without advertising price or making concessions to obtain mass trade. Yet it does get a lot of the mass and commercial business.

irade. Yet it does get a lot of the mass and commercial business. The use of name entertainment is another weapon in the Hilton arsenal. In respect to the latter, Florida has top headliners in the hotels. Frequently, these names can be seen by the night club tours at \$11 per head for three nitery shows in one night. The nitery owners are now wondering whether this constitutes a rooking for the bigger spenders. Owners are probing the possibility that this modus operandi is hurting the class trade. At any rate, the bonifaces feel that necessary steps must be taken to reglamorize Miami Beach to bring it up to the level of its prewar years. Of course, State officials could help by restoring gambling

war years. Of course, State officials could help by restoring gambling even on a sneak basis, but even without that help, the owners feel Bergen, also German.

Hong Kong now has a total of nine first-run theatres—five on the get a new aura for the coming island and the rest in the Kowlon wither season.

#### Chicago

(DElaware 7-4984)
Norm Wallace, the chic pianistcomposer, resuming 88ing at the
'12 West."

Balaban & Katz appealed a lower

Balaban & Katz appeared a lower court ruling denying a permit to raze the Garrick Theatre building. Fred Niles Films produced 13-minute tele and plant release boosting the September "Crusade of Mercy" drive.

Tommy McDonrell, assistant to the prexy of the Stardust, Las Vegas, in Michael Reese hos ital for observation and rest.

for observation and rest.

Eleanor Keen, Sun-Times film
reviewer, spelling paper's legit
critic Glenna Syse while latter in
in Germany on sixweek visit.

"Can-Can," after a not so big
run, closes Oct. 23 at the Palace,
with John Wayne's "Alamo" starting hard-ticket stand there two
days later.

Gossip columnists Irv Kupcinet (Sun-Times) and Herb Lyon (Tribune) returned to post-vacation pil-lar duty at almost same time—to the excitation of the city's press agents. T.ee Ann Prineas. Camellia

House publicist, had her first born, a girl, last week, same night Myron. Cohen opened in the room. Infant's father is associated with Trader Vic's here.

#### Scotland

By Gordon Irving (Glasgow: BEArsden 5566)

Empire Theatre, Glasgow, re-opening with musical oldie "No, No, Nanette."

A. R. Whatmore Players to Lyceum Theatre, Edinburgh, for short legit season.

Heller Halliday, Mary Martin's IB-year-old, visiting the Edinburgh International Fest.

"Beyond the Fringe," four-man reque a click of I request Therefore.

revue, a click at Lyceum Theatre, Edinburgh, during the Festival. Jimmy Logan, Scot comedian, did his act on rival commercial channel after recent series on BBC-ty network.

Highland tele starting to plan operations for new studios and staffing at Aberdeen, in northeast Scotland, group.

#### Santiago

Marcello Abbado, Italian pianist, at the Municipal.

Igor Strawinsky directing National Symphony at the A
Anton Victor de Duisin
production supervisor at Films.

"Los Tramposos" (Les Tricherus) (Leo) on longrun at Plaza and Pacifico.

Aucho Gatica had to bow out on Argentine and Uruguayan dates because of illness.

"Los Senores de la Selva" (Lords of the Forest) (20th) passed its seventh week at Huelen and Oriente.

Rene Olivares ankled editor's post of Topaze, political weekly, with Luis Ruben Azocar, the owner, replacing.

Enrique Lyon Ariztia, nanager for Esso Stan manager for Esso Standard Oil Chile, named general manager of CINEAM, newsreel and docu-mentary producer.

#### Nashville

By F. X. (Red) O'Donnell (Phone AL 5-5401)

King Sisters in to cut promos or Channel 4 (WSM-TV) 1960-61

Dave Brubeck to play Vanderbilt University homecoming

malX deejay Ed Sheppard ahifted to Buntin Advertising Agency's creative dept.

Anne Lynch & Otto Bash duo back at uptown Voo Doo after swing through Illinois, Indiana, Iowa, for one-nighters.

Publisher-talent management

Dwa, for one-migaters.
Publisher-talent manager Wesley
Rose so proud of his new ear-toear "carpeting" he's virtually advertising his up front look.
Gene Feist out as director of
New Theater Nashville. Group in
market for successor. Meanwhile
Gene Harris megging summer
series.

WLAC radio changed its musical format. Programming standards evergreens. Station's manager-vice president F. C. Sowell named to board of CBS affiliates.

## **Camel Race Tourist Hoopla**

en's time on the stan, and price has been celebrated for its hoaves and wildly extravagant mandacities of one sort or another, known to Mark Twain as 'qualits.' Every year at Labor Day, usually the occasion for a thundering old home week sort of drunk in Virginia City's 18 flourishing saloons, Richards has published elaborate details of an impending "traditional" camel race. It was a widely recognized literary hoax and generally admired in Nevada as mainerally admired in Nevada as mainerally admired in Nevada sa refused to be caught in any such erally admired in Nevada as main-taining continuity with the legendary past.

Reverse Hoax

A close student of The Territorial Enterprise is Scott Newhall,
executive editor of the San Franeisco Chronicle, and a promotional
Vis eisco Chronicle, and a promotional practitioner within whose gift camel racing could well become an actuality. It scenned to Newhall that to bring off a real camel race in Virginia City would beithe most enchanting sort of a reverse hoax, turning myth into fact, as it were. Virginia City, located 23 miles south of Reno in the Washoe Hills, lends itself admirably to such nipups. A tourist must out of the Old West it has been the scene ups. A tourist must out of the Old West, it has been the scene of previous promotional efforts on the part of The Chronicle which has flown in plane loads of advertisers and visiting firemen. An extraordinary group of Nevada-California ancients known as E. Clampus Vitus regularly holds encampuments in the Delta Saloon. It is an annual destination of the Horseless Carriage Clubs of California and the unpredictable corporation of Curtiss-Wright, whose home in New Jersey, once held its annual director's meeting on the Comstock. Comstock.
A word from Newhall to Larry

annual director's inetually on the machinery for the Virginia (City bash that drew nearly four times as many delirious camel fans as there were spectators when Vice President Richard Nixon showed upthere last year as part of the Nevada Silver Centennial observance. More than 10,000 maddened urchins and equally adults cheered and screamed throughout Labor Day in a town of 400 permanent residents, bursting its civic seams and demanding bread and circuses with; such emphasis that by order of the police the two of the police of the police of the police of the coresion for what Caen later.

A word from Newhall to Larry which to remark, the appearance of the late George Arliss in "Disable". The survivors, gathered an hour later in fraternal accord at the Chronicle's victory banquet at Sharon House, agreed that it was marked by anybody. Huston, unruffled by his dramatic victory at the track, departed amidst the luzzas of the populace with his sneck and wore the garland for the next eight hours which he populace with his sneck and wore the garland for the next eight hours which he or the complex of the late George Arliss in "Disable".

The survivors, gathered an hour later in fraternal accord at the Chronicle's victory banquet at the victory banquet at the victory and the rate in fraternal accord at the Chronicle's victory banquet at the victory banquet at the victory banquet at the late George Arliss in "Disable" in the late George Arliss in "Disable".

The survivors, gathered an hour later in fraternal accord at the Chronicle's victory banquet at the late George Arliss in "Disable". the town's saloons were actually closed for four hours from 4 a.m.-8 a.m. on Labor Day morning, an event unprecedented in Nevada history

Houston Vs. Pearson

Houston Vs. Pearson
A happy circumstance for the
Chronicle's elaborate charade was
that John Huston, the director,
was present in Reno where a
location company filming 'The
Misfits' in the near by Nevada
desert had preempted most of the
Mages Hotel. Huston gracefully
volunteered to ride one of the
two camels contributed by Carey
Baldwin, director of San Francisco's celebrated Fleishhacker
Zoo. The other was to be ridden
by a representative of the Phoenix
Gazette another farsighted paper desert had preempted most of the Mages Hotel. Huston gracefully volunteered to ride one of the two camels contributed by Carey Baldwin, director of San Francisco's relebrated Fleishhacker Zoo. The other was to be ridden by a representative of the Phoenix Gazette, another farsighted paper which had professed a deep interest in improving the breed of racing camels. This turned out to be Billy Pearson, a former professional jockey, and a third entry, an authentic dark horse, arrived in Virginia City by night from Indio, Cal., where Sheba, a two-lumper, was kept in the interest of an annual date festival. With three entries assured in a contest for the Territorial Enterprise Perpetual Camel Race Trophy, the Chronicle was set to pull all the stops at its promotional disposal. Under the supreme command of Newhall and Wade, City Editor Abe Mellikoff flew up from San Francisco with a corps of reporters and photographers that, for a weekend, made Virinia City the best publicized ghost town in the world Columnists Herb Caen and Challes McCabe assisted in the coverage and society editor Vyonne Mero Baker kept tabs on socialities with drove over from hearby Loke Talloe in herds. The

en's time on the staff, The Enter-prise has been celebrated for its hoaxes and wildly extravagant man-dacities of one sort or another, headliner of thunderous dimen-

cle, the Reno newspapers Evening Gazette and Nevada State Journal. refused to be caught in any such palpable hoax. They knew it was all a gag and sent no single reporter or photographer to cover the most hilarious and newsworthy occasion in recent Nevada history. Visiting dignitaries arrived at Reno Airport where they were guests at a champage for the Mapes Hotel and, when sufficiently conditioned for the safari, were driven up the Geiger Grade to Virginia City in vintage cars from the stable of Bill Harrah, the Reno gambling king. Arrived on the Comstock, they found themselves again guests at a champagne reception at Sharon House given by the proprietors of the Territorial Enterprise. By starting time in midaternoon everybody shared the sentiment that came; racing, far transcending the estate of horseracing as the sport of kings, was demonstrably the sport of emperors.

Official starter Charles Clegg, editor of the Territorial Enterprise, appeared in formal London morning clothes and grey topper com-plemented by a black silk stock which gave him, as Herb Caen was later to remark, the appearance of

spent with varying degrees of for-tune at craps in Reno.

Of the race itself that had been the occasion for what Caen later, described as "A beautiful, horrible dream, out of Lewis Carroll by Slavador Dali," Scott, Newhall had, the final word. "I believe one or the other of the camels was fixed," he said.

#### **TOA-H'wood Ripley** Continued from page 5

pany would charge. Alpha has ac-

Ice Folliettes and Ice Follies Boys, Ice Folliettes and Ice Follies Boys, as does the stunning opener, "Ensemble of Elegance," in which Lee Carroll is featured, and "Happy Holldaze," of particular moppet appeal. For latter department, too, there's "Sylvester and His Playmates," a dog act featuring Gary Johnson and Bill Bikle.

VARIETY

Further standout production numbers embrace "An Evening in Paris." swing walfz with eight couples; "Princesses in Evening Fashions," Richard Dwyer, star regular of "Follies," beauing six femmes repping different flowers; and, of course, the closing "Silver Jubilee Salute."

Jubilee Salute."

On the comedy side, Mr. Frickagain evokes his customary applause, and "Shore Leave in Tokyo" is a raucous sketch punched over individually by Carol Caverly and Wall & Dova, clowns, Kermond Bros, in their "Out Too Late" diturk number is a slanstlek Kermond Bros. in their "Out 100 Late" drunk number is a slapstick affair, and The Beattys stage a straight comic act. The Scarecrows' "Sing Sing Trio" is another rough-and-tumble event. Special interest also attaches to the smooth pairing of Drugge with Legley Goodwin. of Dwer with Lesley Goodwin, Betty Jean Clark and Frank Car-roll, The Jacobys.

George Hackett's direction of Larry Morey's music score atmos-pherically backdrops various num-bers, with lighting by Charles Skillings and sets by Dale Hennesy definite plus factors. Whit.

#### **Tankers Into Showboat**

Continued from page 1 Continued from page 1

ABC Television commercial network—calculates that the tankers ought to be between 12,000-14,000 tons and that they can be acquired for about \$98,000 apiece. By the time they're converted for use as theatre or floating exhibition hall, total expenditure will be something the early one of the second that the calculations are something the calculations. like \$210,000 per.

like \$210,000 per.

Where the Government ought to be interested, Thomas feels, is in that 20 of the proposed conversions would be used to boost Britain's expert drive—the craft upping anchor to cruise throughout the dollar area as floating showcases.

Remaining three vessels would e turned into showboats in the be turned into showboals in the more accepted sense of the term, taking opera and musicals, etc., along. Britain's south coast during the summer and wintering in the Thames estuary. The would-be commodore-impresario, who operates an outfit called Torbay Ocean Terminals Agency, foresees no difficulty in getting hold of suitable legit companies who would live aboard shi aboard shi

Present situation in officialdom is that the matter has been re-ferred to the Board of Trade, which is "examining the matter." Only comments available at the moment come from other sources; one major oil concern with a fleet of tankers estimates that the disposal value of a ship is nearer \$168,000, while a show biz assessment of the further cost of conversion is \$196. 000, making a total of \$364,000 in comparison with Thomas's calculated \$210,000.

### 25 Years Ago

Continued from page 2 = Times' was being rushed for its

scheduled Oct. 11 release date.
Better b.o. was reflected in the
U.S. amusement tax take of \$15;
379,297, a gain of \$413,618 over

the previous year.
Bill (Bojangles) Robinson signed Bill (Bojangles) Robinson signed to essay his first serious film role for 20th Century-Fox's "Abraham Lincoln Jr." He had just completed 'Little Rebel," with Shirley Temple.

Already the Jewish question arose with German vaude man-agers and agents booking foreign talent through their London and Paris affiliates for the major music halls like the Scala and Wintergarten in Berlin, although the lat-ter tw. were under part German-Jewish theatre management. The Nazis confiscated "Das Programm,"

ored vaudfilmer, according to revi w this wee

Winfield Sheehan took a page ad to "Express grateful thanks and appreciation to everybody and to express regret on parting company with old and loyal friends with with old and loyal friends with whom I have been associated for the past 20 years in the Fox Film Corporation throughout the world. Film studios interested ac-quiring more music publishing

catalogs.

NBC closed its studio and offices to songpluggers as a "nuisance."

A striptease on the midway of the Iowa State Fair, Des Moines, shocked a state solon who proposed legislature against it henceforth.

### **House Review**

Continued from page 53

Apollo, N. Y.
to the very recent "Bitter Earth."
Chorus line a leggy quintet,
snakes on and off throughout,
changing vaude cards at either end
of the stage while terping some

or the stage while terping some rather routine choreography.

Topping the bill for excitement is belting songstress Dolores Coleman, a sharp looker and stylist who must have come out of the who must have come out of the gospel ranks. Her projection on an upbeat blues and "You'll Never Walk Alone" was remarkably winning. Her handling of the Rodgers and Hammerstein standard, starting in the Lena Horne style and building to a driving religioso finish, really wowed should move up fast.

Show's other bright moments are provided by the Perri Lee Trio and terper Ray Smeade Jr. two

and terper Ray Smeade Jr., two acts off the itery circuit. Instrumental trio, with Aliss Lee on electric organ backed by sax and drums, bring off some sock standards and jumpers in the mild bop with Smeade is a dancer with yain. Smeade is a dancer with subtle class, and he brings a lot of imagination to an interpreta-tion of "Old Man River" in a salute to the late Oscar Hammer-

Celeste Robinson and Dell Celeste Kooinson and Dell St. John are average belters from the shout and grind school. Hefty Lady Bird not to be confused with Sen. Johnson's wife, but b'lled as the femme Charlie with Sen. Johnson's wife but billed as the femme Charlie Parker) blows a solid bop sax. Family gets into the act with Miss Washington's two sons, the Dinah-Mites, doing a couple of competent tap routines. Traditional vaude humor is furnished by comedian Willie Lewis, Bill.

#### **Brussels Normal**

= Continued from page 2 = little city could handle in normal fashion. The law of supply and demand being what it is, prices went sky-high. Brussels has not yet figured out how to move back to normalcy gracefully.

Also, of course, there is the fact that the Fair brought in more than the normal amount of tourists. This year, they the annual trainsters.

year they, the annual traipsters, are going elsewhere—like Rome bypassing Belgium. Which 15 natural.

True, this is a bad time of the

True, this is a bad time of the year, calendar-wise. Theatres all most always close down for July and August (though they didn't last year) so that it should not be a shock to find that all but one of the local legit, houses are closed. The only show in town at the moment is an itinerant "Folies Bergere." Last Saturday night, big. was a bit under 50°C. On Sept. 15. localites say hopefully, three the was a bit under 50%. On Sept. 15, localites say hopefully, three the atres will open their new seasons and the town will wake up.

#### **Hoffa's Pension Fund**

Continued from page 2 : new site for a new Shor's restau-rant. "With two new hotels going up, the new Time-Life already up, the new CBS Bldg, and the new Urrs building up on the site which was to have been the Zekendorf the world Columnists Herb Caen and Charles McCabe assisted in the coverage and society editor Yvonne Mero Baker kept tabs on socialities who drove over from hearby Lake Talioe in herds. The Chronicle's provocative beauty-aid columnist. Count Marco, lent the eclat of at title which was matched by that of 1 of Mary Cambbell. a camel fancier who flew in from London for the big eval.

Dignitaries who showed up also included livit: 3 Truck, represent the Rain" is as refreshing as the Louis Armstrong, better than fancier of Marco, Pat Erow of California, San Francisco Supervisor Alfonso.

The Were under part-German-Jown how be management. The was to have been the Zekendorf howst hostelly, and two new hotels also houlding in the peripheral Rocke-German-Show-biz magazine of 34 belief Center. Radio City belt, 21 dealer Center. Radio City belt, 21 dealer. Geller Center. Radio City belt, 21 and I can do all the business we land ordered the arrest of proson house of 1960 and order

#### **Mexican Hotel Chain**

Continued from page 1 :

and/or its wholly owned Zecken-dorf Hotels Corp. (of which Bill Jr. is president) is getting out of the hotel business, it may lead to

Zeckendorfs own the Astor, Chatham, Commodore, Drake, Man-hattan and Taft, in New York, the Hotels Sherman and Ambassador East and Ambassador West in Chi-

cago,
Balsa's hotels comprise the Premier. Del Prado, El Presidente,
Prado-Alifer in Mexico City, and
Noa Noa, Prado-Americas, Tampa,
El Presidente and El Cano in
Acapulco. The 10th M.C. hostelry,
the Maria Isabel, now under construction, opens late in 1961.

The St. Regis Hotel fee (ground) was sold to the Kratter Realty Corp. and its leasehold was leased back for 200 years to Zeckendorf Hotels. Latter phase was bought by Balsa which assumes operating control Dec. 1. Not clarified is the status of in-

Not claimed is the status of in-cumbent St. Regis president Col. Serge Obolensky, executive veepee Ivan Obolensky, his son (and the son also of the late Vincent Astor's sister): and Pierre Bultinck, the famed 55th St. and 5th Ave. hotel's famed 55th St. and 5th Ave. hotel's longtime managing director. The 20-story inn, built in 1904, has 600 rooms. It was purchased by Webb & Knapp and Col. Obolensky from the Vincent Astor Foundation to which the late realtor had willed what was long known to be hi "pet" holding. He maintained the St. Regis as a creme-de-la-creme operation and was so long recognized by European hoteliers as a prime example of the foremost hospitality tradition.

Balsa states that the St. Regis direction and personnel will remain undisturbed.

#### **MARRIAGES**

Susan Sims to Kenneth Boden-stein, New York, Sept. 4. Bride is daughter of Lester Sims, Bourne Music's general professional manager.

Nancy Sinatra to Tommy Sands, Las Vegas, Sept. 11. Bride is the daughter of Frank Sinatra; he's a singer.

Elizabeth Sellars to Francis Hen-ey, Stow-on-the-Wold, Eng., Sept. ley, Stow-on-the-Wold 8. Bride is an actress.

Marks to Joseph Mainlin, Philadelphia, Sept. 2 Bride Is WPEN program traffic coordinator,

Suzanne Louise Swayze to Charles William Patrick, New York Sept. 4. Bride is the daugh-ter of commentator John Cameron

Karen Kent to Walter Collaluca, London, Sept. 4. Bride is a dancer; he's a company director.

Suzanne Quinlen to William Kneeland, Buffalo, Aug. 20. Bride is with WGR Radio's traffic dept. Jeanne Clifford to Thomas Withers, Buffalo, Sept. 3. Bride WGR's head record librarian.

Barbara Stuart to Gary Crosby, as Vegas, Sept. 6. Bride's a ancer; he's a singer and son of Las Vegas, dancer; he's Bing Crosby.

Helen Adler to Emil Roth, Hollywood, Sept 4. He's attorney for MCA's Revue production division.

#### **BIRTHS**

Mr. and Mrs. Michael Samuelson, daughter, London, Aug. 28. Moth-er is Madeleine White, Royal Bal-let dancer, father is a film exec.

Mr. and Mrs. Bill Sexton, Albuquerque, Aug. 18. Father's program director of KDEF radio and a tv personality in that city.

Mr. and Mrs. Thomas L. Rowe, son, Aug. 31, Paris. Father is the Film Daily correspondent there, also a shorts' producer.

Mr. and Mrs. Carl J. Avel, daughter. Fort Lauderdale, Fla., Sept. 22. Mother is the daughter of retired N. Y. boniface and tainer Eddie (Leon &) Davis.

Mr. and Mrs. Neville Hough-ton, son, Burnley Lancs., Eng., re-cently. Father is a bandleader.

### **OBITUARIES**

Sports Lodge B'nei B'rith Records with Sorrow the Death of

JIMMY SAVO A Gentleman Whose Memory We Shall

Always Hold in High Regard

putated because of malignant Tobacco company with \$800,growth However, this didn't hamper him in his work. Following
the amputation, he appeared at
the Persian Room of the Plaza
Hotel, N.Y. He chansed his modus
operandi with the loss of his limb
and learned to rely more on songs
and chatter rather on physical
movement. Savo was a familiar
figure near Central Park. He frequently, distributed follypops to
youngsters and passed out sweets
to neighbors at various shows he
attended. He also did it with show
people—it was a personal trademark.

Tobacco company with \$800,
Riggio, in 1917, introduced,
with the slogan, 'It's Toasted.' It
was this and similar short punch
interest for which the Riggio-Hill
and later became famous.

FRECKLES LYONS

FRECKLES LYONS

Fracis Lunakiaki Lyons, 51,
known professionally as Freckles
Lyons, died Sept. 1 in Honolulu.
Member of a prominent musically-

ilmist who obtained tremendous eloquence in his wordless style. In Jater years, he used this falent to heighten the comic effects of songs such "One Meatball," "Black Magic" and his best known effort. "River Stay Away from My Door." He combined the comit ragedy in his characterization of the downtrodden and inarticulate 1 particulate 1

finally work on the smalltime. He trouped in burlesque and later squed into legit musicals. His first show was "Listen, Lester," which he appeared for two weeks before being drafted in World War I. During the 20s, he played the Palace, N.Y. regularly. He did, his best work on the variety circuits, since it was his misfortune to appear in musicals which didn't get too much adulation. The major exception was "The Boys From Syracuse." At one time, he staged an evening of pantomime which he called "Mum's the Work." This show lasted a week. He appeared in two films. In 1946, his right leg was am-

LEO KRAUS, Sec'y, Treas.

Survived by his wife.

JUSSI BJOERLING JUSSI BJOERLING Jussi Bjoerling, 49, famed Swed-ish operatic tenor, died Sept. 9, as result of a sudden heart attack, at his summer home on the island of Siaro, in the Stockholm Archi-

JIMMY SAVO

Jimmy Savo, 64, pantominist he toured Europe.

and comedian, died Sept. 6 while on vacation in Teni, Italv. His death is believed to have been caused by a heart attack. He had gene to Italy on vacation and to look at som of his properties in vacation so that country.

Savo was best known as a pantolinist who obtained tremendous eloquence in his wordless style. In later years, he used this fallent to the foundation of the played with Charlie Barnet,

Dimitri."

He played with Charlie Barnet,
Dizzy Gillespie, Woody Herman
and Duke Ellington, among others.
He organized his ow outfit in
1944. It broke up the following
year and he shifted around the
U.S. and Europe with Erroll Garner
and Woody Herman, among others. and Woody Herman, among others. In recent years, he toured Europe with Bud Powell, Stan Getz and Kenny Clarke. His wife and son survive.

VINCENT RIGGIO

MARTIN L. COHEN. Pres.

FRECKLES LYONS

Francis Lunakiaki Lyons, 51, known professionally as Freekles Lyons, died Sept. 1 in Honolulu. Member of a prominent musicallytalented family, he started his Hawaiian music career in the 1920s and first played the Royal Hawaiian hotel in the 1930s when the late composer, Johnny Noble, entertainment director.

Musician-singer made many tours across the nation, and to Europe, helping popularize Hawaiian musicalled in the played with Hawaiian combos in niteries and musical films.

died in Glasgow, Scotland, Sept. 1. Norfolk, Va. With the film com-A popular act in his heyday, he pany since 1953, he was a former appeared in a major pantomime at exhibitor, having been general Glasgow Empire with the late Flor-manager of the Rome Circuit in A popular act in his heyday, he appeared in a major pantomime at Glasgow Empire with the late Florite Forde at a time when Flanagan & Allen then a struggling pair of performers, were unknown; they later rose to be one of the U.K.'s

later rose to be one of the U.K.'s top comedy duos. Lindsay topped bills in his time, and was also stooge to Sirdani, il-lusionist. Latterly, he had been doing odd scripts for his old col-

Survived by

Society and sparked the drive that resulted in the building of the dramatists' own theatre, the SATCH, in Santiago. He wrote 40 comedies and plays.

ne tounded his firm.

Among songs Liber discovered
were "Fascination" and "Under
the Bridges of Paris." He also published much of the gypsy music
featured by Albert Sandler.

Survived by a daughter.

CLARENCE EASLEY
Clarence Easley, 74, for 60 years
a performer on the classic guitar,
died in San Francisco Aug. 29. A
native of Nebraska, he supported

ROBERT KERR

attack Sept. 5 in Portervine,
He worked on Mack Sennett,
'Christie' and other early-day comedies, and also was Tav Garnett's
assistant on "Trade Winds."
Surviving are his wife. Edna
Barnes, former drama critic for
London Daily Mail; daughter,
former actress Ardell Kerr; a

ABRAHAM BERNSTEIN

FREDERICK A. KUGEL
Frederick A. Kugel, 45, editor
and publisher of Television, died
of a heart ailment Sept. 7 in Bay
Shore, L.I. He began the magazine
in, 1944, after a stint on another
industry trade magazine. Television was one of the first publications in the video industry, coming nearly four years before tv became a commercial reality. His wife, two daughters and a brother survive.

CARMEN ROSAIRE
Carmen Rosaire, 18, trapeze artiste, died Aug. 29 in Kingston, Eng.
She fell about 25 feet from her trapeze the previous day while rehearsing for a BBC to broadcast of Chipperfield's Circus. FRED J. LEONARD FRED J. LEONARD
Fred J. Leonard, 65, agent, died
of a heart condition in Hollywood
Aug. 27. Prior to opening his
Coast office, he was with the Shuberts in N.Y.
Wife, brother and sister survive.

The accident was watched by her parents, who are stars of the Moscow State Circus.

an accident at the Madison County Fair, Brookfield, N.Y. He sustained a fractured skull and broken neck when his Go Kart went out of control on a ramp.

He was a native of Quebec. exhibitor, having been general manager of the Rome Circuit in Baltimore and the Wilder Circuit

BERT SOMSON

in Norfolk.

Survived by his wife, two some and a daughter. BERT SOMSON
Bert Somson, 65, founder of
Premier Radio Enterpris. s, St,
Louis, died of a heart attack Aug.
29 in Hollywood. Prior to his recent retirement, he had been v.p.
of Crosley in charge of country
and western music. ALEXANDER GAUGE
Alexander Gauge, 46, actor, died
In Woking, Surrey, Eng. Gauge,
who weighed 253 pounds, was playing in "The Mau For All Seasons",
at the Queen's Theatre.
He had appeared in feature roles
in many pix, but achieved his
greatest fame as Friar Tuck, in the
"Robin Hood" ty series. He hadplayed that role for over four years.
Survived by his wife.

His wife and brother, Dave Ward, formerly in radio, survive.

CARL C. GRAY
Carl C. Gray. 72, longtime muslcal director, died Sept. 2 at the
Will Rogers Memorial Hospital,
Saranac Lake, N.Y. Born in Midland, Mich, he was a former arranger on Kate Smith's staff. LILLY M. DAVIS
Lilly Marie "Baby" Davis, 34,
singing comedienne, died in Hollywood Sept. 1. She had travelled Surviving are a nophew and

on three continents with her act to Europe and the Orient. At time of her death she had been at the Lake Club, Bellflower, Cal., for niece

WALTER H. BRAMAN

WALTER H. BRAMAN
William H. Braman, 64. former
San Bernardino, Cal., exhibitor,
died in Long Beach, Cal. Aug. 25.
He had operated the Temple and
Studio Theatres in SB. Wife, brother and sister survive.

JACOB SILVERSTEIN

JACOB SILVERSTEIN
Jacob Silverstein, 73, onetime
radio actor on the erstwhile WEDC
"Jewish Hour" in Chicago, died
Aug. 23 in that city.
Wife and two daughters surviv

Mrs. Madelin Frawley, 65, former vaudeville performer, known professionally as Muriel Thomas, died Aug. 15 in Meadow-brook. Long Island, N.Y. She appeared with leer husband in a comedy act called "Sully & Thomas," which played all the major vaude circuits. Her husband John Sully and a brother survive.

hagiciati. In 1934, Abbott estab-lished a magic equipment manu-facturing business which grew to be one of the largest in the world. His wife, two sons and two Calum Maclean, 44, a British authority on folklore, died Aug. 16 in Daliburgh, South Uist, northwest Scotland. A native of Raasay, CARL W. MATTISON
Carl W. Mattison. 47, former
Albany area radio station announcer and executive, died Sept. 2 in
Gleins Falls, N. Y. He had served
as general manager of WGLN and
WWSC, Gleins Falls. He also had
been with WHAZ in Troy, and
WABY and WOKO in Albany.
His wife, three sons and a brotheit, survive. n island of South Uist, he was for time on staff of the Irish Folk-ore Commission and has travelled widely on lecture tours.

Raymond R. Lara, 28, Onhu-born guitarist, died Sept. 1 in Honolulu. His most recent nitery ergagement was at the Backstreet. Honolulu. Wife, three sons, parents and si brothers and sisters survive

Claude A. F. Banks, 59, who performed as "The Great Cin Galee," a Chinese illusionist, died Aug. 19 in Blackpool, Eng.

Ernest Victor Wolff, 70. harpsl-chordist and head of the Michigan State piano department, died Aug. 21 in East Lansing, Mich.

James G. MacDermid, 82. com-poser, died Aug. 16 in Brooklyn, New York. He was best known for

WILLIAM J. Barklow (63, planist and conductor of the Bill Barklow orchestra, died of a heart attack Aug. 13 near Toledo, while playing plano with the dance band. He had played piano with the Verne Kalt Green Mill orchestra and other Toledo bands

Erhard Buschbeck, 71, dramaturgist of the Burg Theatre, Vienna, for 42 years, died Sept. 2 in Vienna.

WALLACE V. CLARK
Wallace Vincent Clark, 63, who
was the original cartoon voice of
Popeye the Sailor and Betty Boop,
died Aug. 24 in Old Lyme. Conn.
He was also the voice for the old
"bouncing ball" community sings
in films. Clark retired from vaudeville in 1935.
His wife, son and sister survive. Mother, 67, of director-writer John R. Roberts, died of cancer

in Hollywood Sept. 1.

Gene Risher, NBC-TV makeup man, died of a heart attack Sept. 3 in Burbank, Cal.

Frank Dudka, bandleader and radio announcer, died Aug. 22 in Manchester, N.H.

Mother, 75. of Molly Weir, tv and radio actress, died Aug. 18 in Glasgow.

Wife, of assistant director Jack Murphy, died Sept. 3 in Holly-wood,

Father, 61, of actor Jim Sheldon, died Sept. 4 in Hollywood.

Gooding's New Slot
Raleigh, N.C., Sept. 13:
David Gooding, conductor-pianist
frem Cleveland, Ohio, will join the
National Opera Company as musical director in early September,
National Opera Company (Crase National Opera, formerly Grass Roots Opera, makes its headquar

## OSCAR PETTIFORD

Osear Pettiford, 37, Jazz bassist, died Sept. 8 in Copenhagen, Denmark, after a brief fillness; He went to Copenhagen, 15 months ago and oldtime Scot comedian and scripter, with 20th Century-Fox in the "Lucky Hell Drivers" automobile to Copenhagen, 15 months ago and oldtime Scot comedian and scripter, Washington branch, died Sept. 3 in the "Lucky Hell Drivers" automobile to Copenhagen, 15 months ago and oldtime Scot comedian and scripter, Washington branch, died Sept. 3 in thrill show, was killed Aug. 23 in of Music Opera Workshop.

across the nation and to Europe, helping popularize Hawaiian music. He was born in the village of Siora Tuna in the province of Stora Tuna in the province of Stora Tuna in the province of Dalarna, central Sweden. When he was five years old, he and two of his brothers and father made a two-year singing tour of the Swedih-h-American communities in the U.S. The four Bjoerlings continued to sing in churches and parks on their return to Sweden. When he was 17 years old, he auditioned for Soyal Opera in Stockholm, who arranged for his admission; into the Royal Academy of Music. Bjoerling made his first appearance at the Stockholm Opera in 1920, singing the role of Don Octavio in Mozarts. "Don Giovanni."

From that time his reputation grew rapidly He made his first Metropolitan Opera appearance in 1938 as Rodolfo in Puccini's "La Bohem." Among his outstanding opera roles were those of the Duke in "Rigoletto." the title role in "Faust," Romeo in "Romeo et Juliette," that of Manrico in "Il Trovatore" and Rhadames in Aida." These roles he sang in all of the major opera houses of Churope as well as the U.S. His final appearance at the Met was final appearance at the Met Was

he agency's Los Angeles and Minneapolis offices before his election as veepee in 1954 and transfer to the N.Y. office in 1956. His wife, son, daughter, mother, grandmother, two brothers and a sister survive. 12s wife, singer Anna-Bioerling, son and daughter

CARLOS CARIOLA
Carlos Cariola, 65, Chilean National Drama Award winner for
1954, died Aug. 20 in Santiago,
Chile. A writer, dramatist, journalist, radio program director and
onetime president of the Chilean
Football Assn., he was a former
city councillor of Santiago.
He founded the Chilean Authors
Society and sparked the drive that

VICTOR D SHIVA

four years

ur years. Her husband, Luke Jones, Los

Mrs. Jennie Mourhess, 45, "fat lady" with the Janes E. Strates Shows died of a heart attack Aug. 28 in Batavia, N.Y. She was strick-

28 in Batavia, N.Y. She was strick-en following her final performance at the Genesee County Fair. With a billed weight of 586 pounds, she had appeared with the World of Mirth and Mark's Shows before joining Strates.

PERCY ABBOTT

Percy Abbott, 74, magician and
manufacturer of magician's

Aug. 26 in Colon.

a manufacturer of magicians equipment, died Aug. 26 in Colon. Mich. He toured the world as a magician. In 1934, Abbott estab-

WILBUR C. SUTHERLAND
Wilbur C. (Bill) Sutherland, 53,
v.p. of Smith. Taylor & Jenkins ad
agency, died Sept. 5 in Pittsburgh.
Previously he had been a radio
and tv sports broadcaster in Pitt
and also w.th NBC. He was a past
prexy of the Pittsburgh Radio and
Television Club.
Surviving are his wife and three

Surviving are his wife and three

WILLIAM J. BARKLOW

wife and three sisters sur-

His wife, son and sister survive

ART BELL
Art Bell. 50, vet film editor, died
of a hemorrhaged, punctured lung
in Hollywood Aug. 29, after an illness of several months. He last had

ucers. Surviving are his wife and a rother Clifford, Warner Bros.

CARMEN ROSAIRE

indie

worked for various

brother, Cli film editor.

sons.

Grcen Mill Toledo bands

daughters survive.

Angeles musician, survives. JENNIE MOURHESS

VICTOR D. SILVA
Victor Domingo Silva, 78, Chilean writer, dramatist, novelist, poet and journalist, died Aug. 20 in Santiago. Chile, after a long illness. A former deputy and diplomat, he won the National Literary Prize in 1954 and the National Drama Award in 1960.

Among his plays were "La Rilaga." "El Grito de la Sangre" and "El Hombre de la Casa." He wrote such novels as "Pampa Tragica," "Colondrina de Invierno" and "Papelucho."

JACQUES LIBER

Jacques Liber, 78, music publisher, died Aug. 28 in London.

He was a director of Liber-Southern Music, a subsidiary of Souther Music. He came to England
from Russia 50 years ago, when
he founded his firm.

native of Nebraska, he supported himself as an accountant and later as a court reporter.

But through the years he transcribed more than 600 works for guitar, viola and violin. He became a friend of Andres Segovia and, a decade ago, turned professional musician.

Wife survives

Wife survives.

Robert (Bob) Kerr, 65, silent comedy director, died of a heart attack Sept. 5 in Porterville, Cal. He worked on Mack Sennett,

brother and three sisters.

ABRAHAM BERNSTEIN
Abraham Bernstein, 63, publicicist, died Sept. 5 in Lawrence, Long Island: He worked as a publicist for many of the leading film companies, including United Artists, Columbia and Universal. He also served at one time as a reporter for Variety. The Hollywood Reporter and The Morning Telegraph.

His wife, daughter and three brothers survive.

three brothers survive.

HARRY VALENTINE

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80 PAGES

# RLD PATTERNS FOR P TV Wears Its Diplomatic Hat as It

# Plays Khrushchev's Visit 'By Ear'

As the U. S. State Dept. has already found out, playing Nikita Khrushchev by ear can be tough. But that's the way the radio and television networks have to play their coverage of his current visit. In addition to a large European participants in the control of the control of

their coverage of his current visit.

A vociferous segment of the public created a problem for all journalistic media by requesting and, in instances, insisting that the American press black out the Russian premier's UN visit. The State Dept. also added a "handle with care" request to ABC, CBS and NBC.

Universal reaction of the press.

with care and NBC.

Universal reaction of the press and the electronic journalists is that Mr. K. is news, and, as such, he's already gotten a lot more attention than most official visitors to these shores receive. Station tention than most official visitors to these shores receive. Station chains, such as Westinghouse and Storer, indies such as WMCA Radio and WNEW-TV, both in N. Y., and WJR, Detroit, have joined in providing special coverage of the current critical UN General Assembly session.

The compromise, by most broadcast outlets, was similarly phrased
statements to the effect that
Kirushchev would be treated as
news and not accorded any special
program coverage during his Mannatian stay. Temptation to grab
him has been nonetheless great:
Last week, prior to the State
Dept. gentle but publicized request not to give K. any extra
platforms from which to propa-The compromise, by most broad

(Continued on page 53)

#### FDR Catholic Precedent: Schary Denies 'Campobello' Favors Jack Kennedy

Dore Schary revealed in New York this week that he's been accused of playing politics in his production of "Sunrise at Campobello." And nothing could be more distant from the truth, he stressed. Schary said his accusers (unamed) point to the fact that Franklin D. Roosevelt placed in homination and campaigned for Alfred E. Smith, a Catholic, for the Presidency. This is made clear in "Campobello." And timing of the picture's release coincides with the current efforts of John Kennedy, also a Catholic, to attain the Presidency.

nedy, also a callone, to attain the Presidency.

But Schary would like to ram home the point that his script for the "Campobello" play, upon which the Warner picture was based, was written four years ago. He stresses it was based on historical documents and, at the time of the writing, Kennedy hadn't been figured at all as Presidential timber. So, there couldn't have been any political motivation at all, he adds.

"Campobello" is to open shortly.

Cherish Festivals?

Rom, Sept. 20.

In addition to a large number of European participants in the recent Venice film festival, the Daily American, Rome's English language newspaper, has taken a dim view of the Venice gambol, along with all film fests generally.

along with all film fests generally.
Says the newspaper in an editorial published Sept. 10: "There are suspicions that the film festival idea is an anachronism. It is a festival principally for freeloading unknowns." It also quotes a visiting U.S. film exec to effect that nobody back home pays attention to the fests which "are as out-of-date as the whooping crane."

# **Lodge Was NAB Prexy Prospect**

Washington, Sept. 20. When the field of prospects for president of the National Assn. of Broadcasters was reduced from three to two in late June, the man

three to two in late June, the man who went out of the running was Henry Cabot Lodge Jr.
Lodge has shown enough interest in the NAB post to be among the "final three." but removed himself from consideration when he was chosen as the Vice Presidential candidate by the Republican National Convention.

tional Convention.

Names of the two still being considered are a carefully guarded secret by NAB's special committee responsible for finding new prexy. But a final decision is expected on the presidency within three weeks.

The committee will meet with the two men separately, one during this week, the other during next week. Committee members hope to have it settled by mid-October.

### Joyce Grenfell Wraps Up 7 Benefits in One Date

London, Sept. 20.
Entertainer Joyce Grenfell, back from her U.S. tour, has come up with a unique way of dealing with the many calls on her services that she gets for benefit appearances. She's having one allout effort for seven charities in which she's interested. She's taking the Scala Theatre for a week on Sept. 26 and will give a special program of monologs and songs called "For Seven Good Reasons."

Proceeds will go to the charities

Proceeds will go to the charities and those that will cop are the

(Continued on page 25)

Changes in the world around us coming now with the speed of jet travel and the emergence of new national markets to (pardon the expression) conquer—are forcing U. S. motion picture execs to reexamine all aspects of their overseas trade, now accounting for more than 50% of total grosses and with the percentage due to climb still higher.

U. S. film companies the market.

still higher.

U. S. film companies themselves have in the last several years been quietly consolidating and merging their facilities abroad, at the same time aiming their product more and more at the international market. Now come indications that the Motion Picture Export Assn. also is facing these changing conditions: the first and most dramatic indication being MPEA prexy Eric Johnston's recently concluded tour of underdeveloped African nations.

in addition MPEA execs have under developed African nations.

In addition MPEA execs have under consideration a plan for the consolidation of all its European branches into one headquarters in Paris.

While even budget-conscious proponents of the latter move do not hold out too much hope that it will come to pass—immediately—fact that it's being considered points up the changing conditions which must be reflected in changes in MPEA's specific functions and international purposes.

According to one proponent of European consolidation, such a move is as logical and inevitable (Continued on page 22)

(Continued on page 22)

# Map 'World Of Huntley-Brinkley' As NBC Specials

"The World of Huntley-Brink-ley" is a series of six one-hour pubaffairs specials on the NBC News drawing boards. The hour-longers are being thought of as one way to capitalize on the popularity the pair of newsmen seemed to accrue during the web's convention coverage in July."

Reuven, Frank who produces

ton coverage in July.

Reuven Frank, who produces the nightly news stanza by Chet Huntley and David Brinkley, is mapping out the specials. Idea is to arrange it so that each can do three programs built around his personal observations and character, consequently, Huntley and Brinkley will probably be playing a part nearly as important as the events they cover.

With Frank on vacation, the net-

With Frank on vacation, the net-work has not yet approved any subject matter.

# Passed Up Wages, Alfred Hitchcock's Before-Taxes 'Psycho' Take of \$5-Mil.

Say Merrick Weighs

# Films-Legit In Mail Order Race

Judging by the Sunday ads In the N.Y. Times and N.Y. Herald Tribune amusement pages, the reserved-seat films scheduled to open this fall and winter are beginning to compete with leght shows for the mail order trade. Long before their official N.Y. bows, the hardticket offerings are running big-space ads, full and half pages, to attract the entertainment dollar for the fall and winter season.

ment dollar for the fall and winter season.

According to one pub-ad chief, the mail order pitch is made early in the season because this is the time of the year many families plan their entertainment schedules. Currently after the mail order trade are Universal with "Spartacus," opening Oct. 6; Columbia with "Pepe," opening Dec. 21, Warner Bros. with "Sunrise at Campobello," opening Sept. 26; and United Artists with "The (Continued on page 25) (Continued on page 25)

### Ridders' Specials: 19c Per Performance

St. Paul, Sept. 20.
What's believed to be the world's greatest entertainment bargain is the annual Women's Institute course here sponsored and produced by the two local dailies, the Dispatch & Pioneer Press, owned by the Ridders.
For \$2.20 there are reserved seats for 12 events in the local Municipal Auditorium. That's 19c per performance.

This season will be the Insti-tute's 22d and will open Oct. 12 with Anita Colby in the afternoon (Continued on page 17)

Say Merrick Weighs

N.Y. Cabaret-Theatre
Chicago, Sept. 20.
The management of Second City, a local offbeat cabaret-theatre, is preparing a similar enterprise for Manhattan, probably on the west-side, in which Broadway producer David Merrick would be associated. Merrick has made several visits to the Chi. operation since it opened last December, and reportedly has been eager to help launch a new York counterpart. It's not disclosed whether he would participate in the financing.

Plans aren't final, but it's hoped to have the New York wing operative by the end of this year or early in 1961. As now contemplated, the two cities would alternate casts and shows.

Films-Legit In

By taking a cue from the autoblographers who profess to have grabbed big bundles in the stock exchange, real estate, etc., Alfred Hitchcock could author a book on whe struck gold with a motion picture. It was disclosed in New York this week that the producer-bring the producer will walk away with a profit of at least \$5,000,000 from in Psycho entry. This is gross income, i.e., before the Internal Revenue 1040 statement, but none-bless a tidy amount of coin for an enterprise that took about nine wonths of his time and effort.

Hitchcock's grand distribution of "Psycho" gives him roughts 60% of the producer and distribution of "Psycho" gives him roughts 60% of the producer and distribution of "Psycho" gives him roughts 60% of the psycho" gives him roughts 60% of the psycho" gives him roughts 60% of the psycho" gives him roughts 60% of the psych By taking a cue from the auto-

Hitchcock's deal with Paramount, as financier and distributor of "Psycho." gives him roughly 60% of the negative ownership. The financial arrangement is a complicated one—to the extent that even the insiders prefer not to discuss it unless flanked by a couple of lawers.

it unless flanked by a couple of lawyers.
But the basic consideration is that Hitchcock deferred any kind of straight salary in favor of the 80° ownership. Film. a shocker starring Anthony Perkins, Janet Leigh and Vera Miles, was brought in at a cost of slightly over \$1,000,-

(Continued on page 17)

#### Satchmo to Hit Spots In Africa for Pepsi-Cola: State Dept. Rep in Congo

Louis Armstrong will again don the stripped pants of a diplomat to make a goodwill tour under State Dept. auspices in the trouble spots in Africa. This time out, however, he will first become a commercial ambassador for Pepsi-Cola since he and his band will first tour Chana and Nigeria under auspices since he and his band will first tour Ghana and Nigeria under auspices of Pepsi-Cola. in a bid to introduce the soft drink in those countries. Following the Pepsi tour, he will be picked up by the State Dept. for two lengthy tours in Africa including key cities in the troubled areas of the Congo.

Under Pepsi's guidance, Armstrong will play huge outdoor stadia with billboards, posters and advertising to back up the intro of the product. He sfarts his tour there Oct. 15.

In his State Dept. jaunt, Armstrong will start at Brazzaville, Congo, and work in Leopoldville, thence to Kampala, Uganda; hairobl, Kenya; Dar-Es-Salaam, Tanganjika; Salisbury, Rhodesia and Nyasaland. After that he returns (Continued on page 19)

(Continued on page 19)

# After the Ball Is Over-Olympiad Was Good B.O. But NSG Goodwiller

Rome, Sept. 20.

Rome, Sept. 20.

The muscle and bustle called the Olympic Games is being put to the broom and Rome is going back into a more regular-paced golden fleecing attitude. The inevitable questions are being asked about "Was it worth it?" and "Do we have a leg up on anything we didn't have before?" Answer has to be affirmative. Against a possible \$6,400,000 gate, the tote board showed approximately \$5,000,000 from direct ticket sales as the scent of sweatsuits and arnica was blown by the prevailing breeze down the Tiber to the sea. The big hotels did well, the second-classers pretty well, and the pensions and rooms-in-homes had bed space from day to day, some of it going begging.

An Australian comparing it with

space from day to day, some of it going begging.

An Australian, comparing it with Melbourne, 1956, said: "The press-box was better, but information about things we really wanted to know much tougher to get, and the organization was pyramided so much it was awful." A Finn, thinking of Helsinki, 1952, said: "My countrymen wanted to be sure the people who came liked Finland, and us Finns as people. Rome didn't care so much about that. With them, it was a business."

If the Italian Olympic Com-

With them, it was a business."

If the Italian Olympic Committee subscribed to an 85-nation clipping service (that's how many national teams entered, including one-man gangs from Haiti and Surinam—the Surinam guy wont to sleep and missed his event, they will read some rough stuff about the Italian tendency to rope the press off, hobble them for access to the news.

Continued on page 13)

#### MARLENE'S VOLGA YEN: **EYES MOSCOW DATES**

Marlene Dietrich wants to become the first American variety Lerformer to go behind the Iron Curtain The singer is currently negotiating with the S. Hurok office for a jaunt that would take her to Moscow, and from Russia to Tokyo and Australia, some tine in 1961. It's likely that she would not the U.S. Soviet Cultural Exchange program.

Miss Dietrich, who completed a two-week stand at the Geary Theatre, San Francisco, Sept. 10, föllows with international bookings.

CBS action started when an ad She is slated for the O'Keefe Auditural Exchange Trancisco. Sept. 10, föllows with international bookings.

this month.

CBS action started when an ad
She is slated for the O'Keefe Auditorium. Toronto. Oct. 24, and is
presently dickering for a stand in
Mexico City. She's also set for
mittee, a pro-Castro group. Among
eight days at the Shubert, Detroit.

Taber and Gibson, the former also
treal. Nov. 7.

this month.

CBS action started when an ad
She New York Times appeared
last April under auspices of the
National Fair Play for Cuba ComMittee, a pro-Castro group. Among
eight days at the Shubert, Detroit,
the signatures were those of
Oct. 15. and Her Majesty's, MonTaber and Gibson, the former also
treal. Nov. 7.

#### St. Jude's A-Building So Memphis Cheers Danny Memphis, Sept. 20.

Memphis Cheers Danny
Memphis, Sept. 20.
Danny Thomas' longtime dream,
the building of St. Jude Hospital
here for children, is fast becoming
a reality as the \$3,000,000 construction program is now in full
swing. In tune with the building
program of St. Jude, the annual
powwow of ALSAC, Aiding Leukemia Stricken American Children) will open here at the Peabody and will be climaxed with an
all-star show topped with Thomas
at the Auditorium on Sunday afternoon, Oct. 9.

Thomas will plane in here for
the convention and give his story
to leading southern medical authorities and state and local bigwigs who will be in town. ALSAC
members will honor Danny with a
special banquet on Saturday night,
Oct. 8, which will on invitation
only with press radio and tw given
special recognition for the allout
efforts in exploiting the St. Jude
Hospital program.

Fred Gattas, w.k. Memphis biz
exec and longtime Thomas friend,
is in charge of local arrangements
and will emcee the testimonial,
which will find many Hollywood
and New York show biz vip's including Abe Lastfogel. William
Morris, topper and president of
the St. Jude Hospital board of
directors, and Paul Molloy-radio-ty
colomnist of the Chicago SunTimes, one of the first to nationally
publicize the St. Jude Hospital.

# Future Olympics will find the types going in early, screaming for a better shake on closeups; nearby pressrooms for hand-holding with the winners by the type-Pro-Castroites in U.S.

CBS forced the resignation of a cells forced the resignation of pair of news writers several months ago after they publicly aligned themselves with a pro-Fidel Castro group in the U.S. Ousters came to light this week, just as Castro limself was arriving in N.Y. for the UN General Assembly meet-



SWING and SWAY

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# 3 Zeckendorf Hotels to Merge

With Freedomland

With Freedomland

With the sale of the operational interests in the Hotel St. Regis, New York, to Balsa Hotels inc., of Mexico City, the report that the Zeckendorfs are "getting out of the hotel business" has been snow-balling. This may be accelerated by the proposal to sell its operational interests in the Hotels Astor, Manhattan and Commodore to International Recreation. Corp. However, a spokesman for Webb & Knapp (William Zeckendorf Hotels of which WZ Jr. is president) and fer Zeckendorf Hotels of which WZ Jr. is president; states that this proposal is to resuscitate Freedomland, which is International Recreation's wholly owned 205-acre amusement attraction in the Bronx, opened last June 19, and in which Webb & Knapp has a 40% ownership stake.

With Milton T, Raynor, president of Freedomland, due to exit the operation Oct. 1, along with Freed (Continued on page 19)

# **Festival Fatigue Bothers Britons**

London, Sept. 20.
The Federation of British Film
Makers is joining in the general discontentment at the increasing number of international film festivals.

contentment at the increasing number of international film festivals, and has set up a special committee composed of producer-members who have participated in this year's events to see what steps can be taken to restrict festivals.

The FBMF is not in membership of the International Federation of Film Producers, but its views will be passed on to the reigning International prexy, Arthur Watkins (who is also pres of the British Film Producers Association) for consideration at next month's general assembly to be held in London-Arthur Watkins has already come out openly in favor of festival limitation, and the Federation is anxious to strenghten his hand in speaking for Britain, though so far has no concrete proposals to make other than the already canvassed (Continued on page 25)

## Talent Town

Westport, Sept. 20.
Local Westport tradesmen
and even the Government take
cognizance of the literary talent living in its environs.
The Post Office walls carry
a sign which reads: "Please
advise your correspondents."

a sign which reads: "Please advise your correspondents and PUBLISHERS of your correct address."
A liquor shop is named. "Creative Spirits" and not far from the Westport Country Playhouse, a local delicatessen contributes its own literary flavor by billing its cheese-cake as "EXCRUCIATINGLY delicious!"

# Majorca: No Poor Man's Capri

Sun, Sea, Jazz, Flamenco, Amateur Gigolos, Booze And Bullfights Mark Spanish Island Resort

#### Chilean Blasts Cuba's Treatment of Showfolk

Luis de Castro, Chilean singer back from Havana after four weeks of radio, television and night club engagements, was outspoken in his denunciation of conditions for performers on the island. He alleged that accepting engagements now means not only losing time but money as well.

The Cuban Artista Accepting

The Cuban Artists Assn. as well The Cuban Artists Assn. as were as the government have united to "defraud" contracted foreign performers, de Castro claimed. Impressarios and firms contracting entertainers also are culpable, he

added.
According to contracts, performers are supposed to receive half of stipulated fees in dollars, with this money free to leave the country. Other half of payment is made in Cuban money, and this cannot be exported. Actually, de Castro charged, entertainers receive entire fees in Cuban funds which must be spent within the island.
Singer was told that new gov-

Rome, Sept. 20.

Sharp blow to Italian film boxoffice was dealt this year by the
Olympic Games here. Despite fact
that many pix had been held back
for a traditional Sept. 1 seasonal
start, figures, from Italian keys
show the take off in a big way.
Key city first-run gross for the
two Olympic weeks dropped some
\$100,000 under equivalent 1958 totals. True, pic companies had in
most cases already decided not to
fight the Games, and held back on
top product until their conclusion.
Yet impact was felt anyway, especially in the evening hours when
RAI-Ty, the Italo telenetwork continued to schedule Olympic events,
cancelling almost all its regular
programs. Major drop, not unexpectedly,

Major drop, not unexpected, came in the Rome area, where two-week figures for the keys showed, some \$31,500 less taken, while Milan came next, with a drop of some \$13,500 under the 1959 figure for the same period.

#### By ROBERT J. LANDRY

By ROBERT J. LANDRY

Palma, Sept. 20.

Blame it on the drip-drip of time, creeping modern promotion, or the tendency of tourists to inspire their own traps: the Majorcan myth of the 1920s that one may live, eat, drink and dawdle on this pleasure island in the style of a count (Spanish) on \$2:a day must be dismissed as precisely a myth. Today a drink of Scotch at a fancy hotel bar stands \$1.20, just like Paris, disposing of the idea that Palma is untaxed and "primitive." True, various services remain delightfully cheap, like taxicabs with a first drop on the meter of eight cents. cents.

cents.

Talk to foreign entertainers who disport nightly in the island's 100 hotels and uncounted bars. They acknowledge the charm of the resort but complain that talent wages are low. A performer rating the pesatas equivalent to \$20 a day is considered handsomely compensated by the Spanish owners. Said one British singer, "I came here for my wife's pregnancy. It's fine for her and a six-month engagement for me but I can't save a bean."

Mimics, magicians and occasional novelty turns mingle with the universality of the singing planists. The latter come with or without leering lyrics and their own neuroses. One pianist recently cut his wrists in a suicide try, which did not prevent his negotiating a new contract two days later. The typical musical combo runs to four, sometimes with a girl singer. Three to four-month contracts are average. The dansapation spans "Tea for Two" to faintly progressive jazz, usually British on an American model. Mimics, magicians and occasional

#### Toujours Flamenco

The stock-in-trade of many of the town spots is flamenco and the Mediterraneo Hotel, oldest of the posh spots overlooking the bay, operates non-stop castanets every (Continued on page 68)

#### INGO TO FIGHT FLOYD AND MAKE FILM TOO Stockholm, Sept. 20.

Stockholm, Sept. 20.
Boxer Ingemar Johansson, who
made his film debut in Columbia's
"All the Young Men." disclosed
last week that he's dickering with
Col to appear in a second picture.
Venture, he said, would be shot in
Europe at a time that would not
conflict with his return title match
with Floyd Patterson.

Johansson was on hand for re-cent openings of "Men" in Goth-enburg and Stockholm. He de-clined to reveal the nature of the second film or who would handle the production ref

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ABEL GREEN, Editor

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DAILY VARIETY

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# **B.O. PIX TOP CAPITAL GAINS**

# Ike Aids Von Braun Film Bally

Washington, Sept. 20.

President and Mrs. Dwight Elsenhower Monday (19) jointly tock part in a promotional stunt, the likes of which they have never done before for any motion picture or other theatrical event. They agreed to pose for pictures receiving invitations to attend the benefit preem here of 'I Aim at the Stars," the Werner von Braun story which von Braun himself will attend, flying here for it from the Redstone Arsenal in Huntsville, Ala., where his scientific mind is at work for Uncle Sam.

The benefit's proceeds will go to the Army Distaff Foundation to aid in financing a Washington home for widows of Army officers. Presenting the invitations to the President and Mrs. Elsenhower were Mrs. George H. Decker, wife of the new Army chief of staff; Mrs. Thomas S. Gates, wife of the Secretary of Defense; and Lt. Gen. Leslie Groves, president of the foundation.

The preem will be at Loew's Palace Theatre here Sept. 28.

But the President and First Lady have not yet said whether they will attend it or not. If they do, it will be the first motion picture they have seen outside the White House's private screening room since they have been in the mansion.

Being Beasily To The German

Being Beastly To The Germans

London, Sept. 20.

A report in the London Daily Mail that Columbia had decided to shelve indefinitely the Charles H. Schneer production of "I Aim at the Stars" was denied categorically and without reservation by Mike J. Frankovich, chairman of the British company.

There had, he said, never been any thought of postponing the release, and the picture was due to go out around the first of the year, "almost certainly on one of the Rank circuits." Frankovich added that he had asked the Daily Mail to publish a retraction.

The Mail story, bylined by Barry Norman, noted that Columbia had come "to the surprising conclusion that even now, 15 years after the end of the war, there are still plenty of Britons prepared to be beastly about the Germans."

Norman quotes a Columbia spokesman, as saying: "The film has been prejudged. We shan't show it till the fuss has died down." Frankovich denied to Variety that any of his executives had made such a statement to the reporter.

"I Aim at the Stars" was shown recently at the Edinburgh Festival, where it was awarded a diploma of merit.

# Two Paths Followed by Universal; **Adopts Industry Terms With Actors But Own Negotiation With Writers**

Universal, which two months ago notified Writers Guild of America that it would stick to the terms of its original theatrical film deal with the writers, has now informed Screen Actors Guild that it will exercise its favored nations clause to alter its original deal with the detors. Pact with SAG thereby encompasses the same terms as were negotiated between SAG and the Assn. of Motion Picture Producers after five weeks of strike.

By exercising its option with

Assn. of Motion Picture Producers after five weeks of strike.

By exercising its option with SAG, U. escapes payment on 1948-1960 theatrical films released to television. While not directly related to the post-48 payment, one term of the new deal for Universal calls for "past service credit" payment of \$350.792. U immediately will pay \$50.113 into the SAG-Producer health-and-welfare plan and will pay an additional \$300.679 over a period of 10 years into the SAG-Producer pension plan.

On theatrical pix made after Jan, 31, 1960. U will pay 6% of total gross receipts from distribution of such films in television after deducti. 40% for advertising, prints and other distribution expenses when such pix are placed in tv under a distribution contract. In case of outright sales to tv, the deduction is, reduced to 10%.

Exhibs' Par Stock Flyer
Minneapolis, Sept. 20.
Before its recent sharp upswing a number of local exhibitors rushed in to buy
Paramount Pletures stock and
were celebrating after it rose
four points in single day.
The buying was done on the
strength of the unexpected
record-breaking business done
in the Twin Cities by Paramount's "Psycho" on the heels
of the smash boxoffice performances of such of the company's other releases as "The
Rat Race," "The Bellboy" and
"It Started in Naples" in recent nionths here.

# MPEA's Festival Com Divvy On 'Who's In' Basis

motion Picture Export Assn., in addition to instituting a new overall budget (approximately \$40,000) plan for handling MPEA's annual participation in all film fests, has acquiesed to suggestions made by some member companies that division of individual fest costs be more "equitably" distributed between participating and non-participating companies in past when they were called upon to ante up as much money for MPEA fest doings as those companies which had entries in the individual fest doings as those companies which had entries in the individual fest upon to ante up as much money for MPEA fest doings as those companies which had entries in the individual fest; under the participate in an individual fest, with the general council of the Cinematograph Exhibitors Assn., and outlined C. of E.'s plans to enter into production.

After speaking for half-an-hour, he was assured that British exhibs would welcome the new product, as Max A. Cohen, treasurer of the American Congress of Exhibitors, attended last week's session of the general council of the Cinematograph Exhibitors Assn., and outlined C. of E.'s plans to enter into production.

After speaking for half-an-hour, he was assured that British exhibs would welcome the new product, as it would ease the current shortage which is hurting many of the inches are divided equally among all member companies.

STOCK DISPOSALS

Samuel Firks, member of the board of National Theatres, sold fo,700 common shares in the companies splitting the remaining th

The importance of moneymaking pictures has been gotten across with dramatic impact by Universal, which last week revealed 39 weeks earnings of \$5,204,224 after all taxes. This compared, on the same operations basis, with a profit of \$104,647 for the corresponding period of a year ago. The company's total profit last year was \$3,772,034, but more than \$3,600,000 represented a non-recurring income resulting from the sale of the studio to Music Corp. of America.

Major question around the trade, and in Wall Street, was, "How did U do it?"
Fact of the matter is that U did it via its theatrical productions. The mammoth upturn came with

The mammoth upturn came with the release of only a few pictures, amely, "Pillow Talk," "Operation Petiticoat" and "Imitation of Life." (And looking commercially smart in the current period is "Portrait in Black").

"Pillow," which went into lease at the start of U's fiscal year, has topped \$7,100,000 in domestic rentals. "Operation," out in December, has reached the \$8,600,000 mark. "Portrait," in release only 10 weeks, contributed \$2,150,000 the pot. "Imitation," a domestic blockbuster previously, assisted with \$2,000,000 from the foreign market.

with \$2,000,000 from the foreign market.

The years ago saw a picture com-pany making or losing money on almost the sole basis of public ac-ceptance of its theatrical product. The present era, however, has ceptance of its theatrical product. The present era, however, has brought forth the suspicion that capital gains and diversified interests make the difference between profit and loss.

This is the significant angle about U—and, indeed the entire (Continued on page 25)

# **Times Film Nixes** Va. Peace Offer In 'Prostie' Suit

Richmond, Sept. 20.
Times Film Monday (12) turned down an offer of Virginia's attorney Times Film Monday (12) turned down an offer of Virginia's attorney general to Issue a license to "The Respectful Prostitute" and went ahead with its suit for a declaratory judgment to have Virginia's licensing and censorship of motion pictures declared invalid. "Prostitute" was submitted for a license year and a half ago under title of "The Respectful Tramp."
Film had been originally denied a license on grounds that the public showing would tend to incife a riot. Attorney general's offer to Times this week was made on grounds that the censor board had acted beyond the scope of the Virginia licensing law, which permits a license to be withheld only for reasons of obscenity or lewdness. Times counsel Felix Bilgray rejected the license offer stating that distrib's suit is not an appeal to the circuit court on the board's decision, but a request for a declaratory judgment against the licensing ordinance itself. Judge reserved decision in the case.
Film, a French import, is an adaptation of the Jean Paul Sartre play dealing with a white woman who protects a Negro wrongly ac-

play dealing with a white woman who protects a Negro wrongly accused of murder. Richmond attorney Henry Taylor Jr. is assisting Bilgrey in the suit.

# UNIVERSAL MAKES Marketing Revolution Foreshadowed: Distribs Chary of Predictions But Say Theatres Can't Stop 'Progress'

#### Double 'Double'

Double 'Double'

Hollywood, Sept. 20.

Mel' Shavelson and Jack
Rose will bow to British censors and film a double version
of "On the Double," Danny
Kaye starrer for Paramount.
In one, Kaye will do a strip
number as a female impersonator; no such scene is skedded
for the other. Latter is being
done to get the exhibition seal
in England, which froms upon
such doings, and this version
sans strip will be released in
Europe. Strip routine version
will go out in U. S. release.

# **Brit. Coproduction** Plan Crimped By **Unions' Demands**

London, Sept. 20.

The much-heralded British plan to enter the field of coproduction is in danger of fizzling out, and artificial respiration may have to be applied to prevent suffication of the idea.

of the idea.

European producers, who earlier in the year welcomed the new British legislation which would permit U.K. producers to enterinto Continental partnership deals without sacrifice of quota rights, now fear that the attitude of the British studio unions may make the whole project economically unsound and unattractive.

Production tompers of France.

unsound and unattractive.

Production toppers of France.
Germany and Italy had private and informal talks at the recently ended Veni film festival, and agreed there was little prospect of coproduction with Britain if the unions continued to insist on the best of both possible worlds. The unions' attitude, it was feared, might inflate, production costs throughout the whole of Europe, and most producers feel they're perilously high already.

So far the unions have shown no.

perilously high already.

So far the unions have shown no sign of budging from the stand made earlier in the year, when they advised the Board of Trade and the two organizations representing British producers, that a basic condition for endorsing coproduction with European countries would be the application of (Continued on page 13)

#### Theodore Pratt Windfall: Rose Buys 1941 Volume

Rose Buys 1941 Volume
Theodore Pratt came to New
York from his Boca Raton (Fla.)
retreat on a windfall picture deal
having to do with an aimost forgotten Knopf-published (1941) book
of phantasy, "Mr. Limpet," which
John Rose, ex-Walt Disney, has
purchased for filmization. It will
be a live action and animation feature. George Gobel is being talked
to for the title role. It will be done
in color. Joseph DiMona wrote the
screenplay.

While in New York Pratt
huddled with Monarch and Fawcett on three more paperback
originals.

#### JOHN WAYNE AS ROMAN

Set For Stevens Tale of Saviour's Agony

Hollywood, Spet. 20.

John Wayne is first of a slate of stars to be signed by George Stevens for important roles in producer's upcoming "The Greatest Story Ever Told" for, 20th-Fox.

Wayne, in a short role, will essay the Roman who scourges Jesus on the way to the Cross but then becomes the first believer at the Crucifixion.

The standard US motion picture distribution pattern, involving specific time clearances between runs, is showing definite signs of crumbling. Indications are that a new modern playoff technique, attuned to present-day marketing methods, will arise in the not too distant future. Industryites, particularly in the distribution end of the business, are reluctant and wary to offer predictions as to when the complete revolution in distribution practices will take place, but they are convinced that the ultimate survival and continued prosperity of the business depends on a realistic revision of the distribution system now in vogue.

Except for demanding move-The standard US motion picture

extem now in vogue.

Except for demanding moveups in availability, the nation's
exhibitors, in the minds of the
film companies, are regarded
as the stumbling blocks in
achieving a releasing technique that is required to meet
the conditions of the film business as it is operating today.
Moreover, restrictions of law,
stemming from the consent decrees, is another factor that is
delaying a complete overhaul
of the method of marketing
films.

Slowly but surely ways are being discovered to revise the established pattern. A simple technique as the New York day-and-dating on Broadway and the east side is regarded as a substantial innovation.

garded as a substantial innovation.

For example, Paul Lazarus Jr.,

v.p. of Columbia, says: "If anyone
suggested 10 years ago that picatures would have simultaneous
runs on Broadway and on the east
side of town, he would have been
regarded as crazy." As things stand
today, the dual engagement policy
has extended as far uptown as the
85th Street where the Trans-Lux
theatre there is obtaining pictures
(Continued on page 19)

# 10-20 Post-'48s From Par to TV

In a move that would come as a surprise to many in the trade, Paramount may license 10 to 20 of its post-1948 features to conventional television. Surprise angle lies in the fact that Par hasn't been so actively considering ty deals as have other distribs, preferring, instead, to hold things in abeyance while pay-as-you-see ty takes whatever directions are in store for it appears that Par may be

ever directions are in store for it.

But it appears that Par may be
somewhat forced to unload some
kind of a package to free tv. This
is due to multiple ownership of
certain of its backlog releases. In
cases where independent praducers are in a commanding position
so far as disposition of negatives
are concerned, the tv route may
well be taken in the immediate
future.

It's figured the outside film-makers who worked in partnership with Par will channel the afore-mentioned 10-to-20 entries to so-called free tv. Wraps are being kept on specific titles.

#### SCHNEIDER TO ROME ON FEATURE PROWL

Samuel Schnelder, the former Warner Bros. executive who now heads Major Productions, leaves for Rome today (Wed.) on a product prowl and to discuss possible coproduction deals.

Schneider's company has placed three Italo-made with Allied Artists for distribution in the U.S. and other English-speaking countries. The pictures, which have been dubbed and are set for release in the next few months, are "Herod the Great," "Caltikl, the Immortal Monster," and "The Unfaithfuls."

# Half-Yearly Loss for Cinerama; Oct. 18 Special Meeting for New Directors, Stock Options, Plans

Cinerama, Inc., which now holds Cincrama, inc., which now hotely all rights to the three-strip process, registered a net loss of \$288,985 for the six-month period ended June 30. For the corresponding stanza of a year ago, the company lost \$8.069.

net loss of \$288,985, accord-The net loss of \$288.985, according to the financial statement, is after deducting \$669.836 for amortization of the cost of the exhibition rights and properties (including the five original Cinerama process picture) acquired from Stanley Warner on Sept. 25, 1959, for \$3.000.000. According to prexy Nicolas Reisini, the company is following a conservative policy in writing off this cost to the extent of net earnings from such assets or at the rate of 20% per annum, whichever is greater. From Sept. 25, 1959, to June 30, 1960, a total of \$1.073.484 has been charged to lincome.

of \$1.073,484 has been charged to income.

According to Reisinl, the success the company is experiencing in the exhibition of the five original pictures "appears to confirm fully the wisdom of acquiring these properties and arranging for the opening of additional theatres in which to exhibit these pictures." Reisini figures that the full cost of the properties will be recovered before the end of 1961 and that they will continue to generate substantial earnings for the company after that time. Depending on conditions in the foreign market, and the continued ability to exhibit and receive income from abroad, Reisini believes that proceeds from the exhibition of Cinerama pix in foreign countries alone will be a source of income for several years. Oct. 18 Special

With the financial report, the company also issued a proxy statement calling stockholders to a special meeting on Oct. 18, which would replace the regular annual session. Business of the meeting includes action on restriction stock options for B. G. Kranze, v.p. and director, and Sam Boverman, general counsel and secretary. Kranze has been granted an option on 15,000 shares and Boverman on 10,000. The option price is equal to the market price on the American Stock Exchange on the day on which the options were granted—\$4,937 on Aug. 22, 1960.

The stockholders will also be asked to vote on six directors, in-According to Reisini, the success

\$4.937 on Aug. 22, 1950.

The stockholders will also be asked to vote on six directors, in(Continued on page 13)

#### Jury Listened 11 Days, Decided in 10 Mins. Distribs Not Guilty

Atlanta, Sept. 20.

It took a Federal civil court jury, which had spent 11 days listening to testimony, a little less than 10 minutes to bring in a verdict of innocence against 13 defendants in a \$3.000,000 motion picture antitrust suit involving film distribution.

Suit alleging unfair practices in distribution of pictures was filed in 1935 by B. & B. Theatres Corp., former operators of Peachtree Art

Theatre.

Suit originally named 20 de-

Suit originally named 20 defendants, but action against seven of them was dismissed when trial opened three weeks ago.

Four other suits filed during 1955 and 1956 still are to be tried Damages of more than \$10,000,000 were asked in the suits.

Defendants in suit just concluded were Atlanta Enterprises Inc. Wilby-Kincey, Robert E. Wilby-Loew's, Inc., Evans Theatre Corp. Paramount. 20th-Fox, Warner Bros., RKO, U. A., Universal and Columbia Pictures.

#### Joe Kaufman's Checkup

Joseph Kaufman, producer of the French ballet film "Un, Deux, Trois, Quatre." which was the opening out-of-competition pres-entation at the recent Venice festival, is now expected to leave London for New York around the end of this month.

end of this month.

He had intended to make the trip via the United States a week or two back, but had to cancel out when he entered the London Clinic for a checkup.

PR SUES MURRAY, WOOD

Shiffrin Claims 'Finder's Fee' Jesuit Story Now Filming

St. Louis, Sept. 20.
Damages of \$150,000 are asked by public relations man Irving Shiffrin in Circuit Court here from Don Murray and Walter Wood, producers of currently-shooting "Hoodlum Priest." Film in which Murray stars, is lensing in St. Louis.

Louis.
Shiffrin claims he interested Murray in possibilities of a film based on life of Rev. Charles Dismas Clark, and consequently actor and Wood formed a company financed by United Artists to make pic. Agent demands \$50.000 for compensation asserted due him, and another \$100,000 for alleged disparaging remarks made by defendants about him.

#### Mexicans Imagine Yank Script of Aztec Film Epic Bound Not to Please 'Em

Mexico City, Sept. 20.

Mexico City, Sept. 20.

As a wave of Conquest film production plans are made known, it seems that the subjugation of the mighty Aztecs will be fought and refought in many versions.

Apart from Kirk Douglas' plans to immortalize the last Emperor of the Aztecs, Moctezuma, with Rock Hudson in the name role, and a retaliation by young producer Fernando de Fuentes who, charging that Hollywood would make a farce of the Moctezuma story, is also readying production plans if he can raise the coin, now that producer Jesus Sotomayer has foined the act.

Sotomayer said that he has a production pending with this to be made in collaboration with 20th Century-Fox, and John Wayne (as Moctezuma).

Armendariz seems to be in nonly.

Cortes) and Pedro Armendariz (as Moctezuma).

Armendariz seems to be in popular demand for the imperial role, since producer de Fuentes said he plans to use him to interpret the

plans to use him to interpret the emperor.

Also producer Jose Kohn has bought rights of "The Heart of Jade," novel by Salvador de Medariaga, with this also relating the story of the Mexican Conquest.

If all these plans come to fruit Mexican location sites will be at a premium as thousands of extras, representing Aztecs and the mighty Spanish Conquerors, remade the ruthless obliteration of the proud Aztec race.

The Film Bureau is appalled at all this sudden activity in early Mexican location in the proud Aztec race.

The Film Bureau is appalled at all this sudden activity in early Mexican location in terms that all scripts will have to off the proud Aztec race.

The Grant State of the state of the proud Aztec race.

The Film Bureau is appalled at all this sudden activity in early Mexican location in the state of the proud Aztec race.

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The Film Bureau is appalled at all this sudden activity in early Mexican location is the proud Aztec and the proud Aztec race.

The Film Bureau is appalled at all this sudden activity in early Mexican location is the proud Aztec and the proud Aztec and the proud Aztec race.

#### Famous Players-Canadian Partner in 75-Unit Motel

Ottawa, Sept. 20.
Famous Players-Canadian Ltd. whose net was down 17% during first six months of '60 (against '59), has joined an associate in building a 75-unit motel in Winnipeg.

So prexy J. J. Fitzgibbons told so prexy J. J. Fitzgibbons told shareholders in his report on six months ending July 2. Earnings during the period were \$914.764—53 cents a share; down from \$1,104,906—63c a share—in first half of 59.

#### Europe to U. S.

Lawrence Bachman Aifred Davis Richard Egan James Forsyth Rene Fraday Rita Gam. Lucille Graham Lucille Graham
Al Jones
Quincy Jones
Robert J. Landry
Lido de Paris Revue
Duncan Macrae
Ronnie McCulloch
Kenneth McKellar
John McMillan
Melina Mercourl
Jimmy, Neil
Eddie Pola
Dennis Woolford

#### N. Y. to L. A.

Ralph Bellamy Shirley Eder Anthony Franciosa David Golding Dayid Golding
Leo Jaffe
George Jessel
Henri, J. Lessieur
Joseph L. Mankiewicz
Jaye P. Morgan
Norman Reader

#### L. A. to N. Y.

L. A. to I
Roy M. Brewer
Donald Buka
Jack Carlton
John R. Clark
Wilbur Clark
Robert Cohn
Anita Colby
L. Wolfe: Gilbert
Leo Guild
Margaret Hayes
Harold Hecht
Shirley Jones Harold Hecht
Shirley Jones
Robert E. Lee
Peter G. Levathes
Henry Lewis
Jack Lord
Larry Morris
Gene Murphy
Pat O'Brien
Dan Petrie
Philip, Rose
Arlen Sindon
Plato Skouras
Herbert Swope Jr. Herbert Swope Jr.
Janet Waldo
Gig Young
Lloyd Young

#### U. S. to Europe

Jules Bockon
David Chasman
Edward Feldman
Glenn Ford
Charles Goldsmith
Arthur P. Jacobs
H. V. Kaltenborn
Joe Lebworth Joe Lebworth Edward Muhl

# Egypt's 'Cleopatra' Cooperation

#### 20th, in Turn, Will Trailerize UNESCO's Drive To Save Nubian Antiquities From Aswan Flooding

Twentieth-Fox prexy Spyros P. Skouras' arrangements to shoot part of Walter Wanger's "Cleopatra" on location in Egypt involve a committment from him to the Egyptian government to shoot a couple of other features in Egypt, as well as to make a trailer on "Cleo" publicizing the Nubian monuments which will be flooded when the Aswan dam is completed.

UNESCO has launched a campaign to raise money to save these monuments which will be featured in backgrounds for the "Cleo" film. Idea is that the trailers, distributed by 20th, will not raise money from the theares audiences but will create "great popular pressure on governments and foundations" to make contributions to the UNESCO fund.

A 20th-Fox homeoffice exec reports that company has received local film industry.

## . National Boxoffice Survey

Biz Still Sliding; 'Ben-Hur' Champ, 'Psycho' 2d, 'Ocean' 3d, 'Love' 4th, 'Young Men' 5th

Ocean' 3d, 'Love' 4th, 'Young Men' 5th' Still suffering from a post Labor lay depression, biz is weak in a number of key cities covered by Arnery for a variety of reason. In the summer of key cities covered by Arnery for a variety of reason. In the summer of key cities covered by Arnery for a variety of reason. In the summer of key cities covered by Arnery for a variety of reason. In the summer of key cities covered by Arnery for a variety of reason. In the summer of the su Still suffering from a post Labor Day depression, biz is weak in a number of key cities covered by Variety for a variety of reasons. Annual back-to-school movement is blamed by many exhibs for light grosses while other theatremen charge that lack of strong new product is partially responsible. In Boston first-rips are facing heavy competition from new legit entries. But despite the overall dullish b.o. complexion, "Ben-Hur" (M-G) continues to top the biz getters by a wide margin followed by "Psycho" (Par), "Ocean's 11" (WB) and "Let's Make Love" (20th). These four films, incidentally, finished this week in the same order as they wound up in the previous

as they wound up in the previous

as they wound up in the previous frame.

Showing considerable promise is "All the Young Men" (Col). A new-comer last week, it has forged up to take fifth place by dint of stout biz in some eight keys. Close behind is "Can-Can" (20th) in sixth position. It's compiling a comfortable take in a flock of extended playdates.

"It started in Naples" (Par), fifth last frame is winding up seventh.

last frame, is winding up seventh.
Nabbing eighth spot "Crowded
Sky" (WB), a comparative newcomer. "Hell to Eternity" (AA),
also new, is ninth followed by

## Panic: An Industry Staple

By VINCENT CANBY

Film industry advertising people live not on bread alone, but panic

This observation was made in New York last week by a major company ad-pub exec in discussing a new pic, expected to be one of the year's blockbusters, which, instead, has turned out to be a surprising disappointment. Picture isn't a flop by any means, but its first engagements indicate an eventual gross of maybe no more than half of the original estimate.

What's urnner? Picture got reviews ranging from great to fair it

usappointment. Picture isn't a flop by any means, but its first engagements indicate an eventual gross of maybe no more than half of the original estimate.

What's wrong? Picture got reviews ranging from great to fair It has had a tidal wave of free publicity. Its stars are major boxoffice personalities. Accepting all that, what's to be blamed?

Natch.

Natch.

The ad campaign, of course, said the ad exec glumly, since every-body quickly forgets whether or not a picture itself is essentially any good. "In a way," he added, "we ask for it. We thrive on panic. Even if a picture suddenly becomes a hit, we get scared and ask ourselves "what did we do right? And we never know for sure."

Commenting on reports that company handling pic cited above is now subtly deemphasizing "sex" in favor of "fun" in the pic's ad campaign, exec said it wouldn't be too unusual under the circumstances. It's all part of the constant reconstruction of ad campaigns which some companies indulge in under pressure, if not panic. Sometimes there are even title changes.

An imaginary Case.

To define this sort of pressure and panic, exec told the following hypothetical story about a big-budget western film called "Poncho" which, just for fun, was directed by Fred Zinnemann and stars John Wayne, Vera Miles and Patty McCormick:

The first print comes into the homeoffice and everybody flips over it. It's not only a great film but it is Zinnemann's best, Wayne's best and Vera Miles should get an Oscar, Saul Bass is hired to design a classy layout, including some sort of ad key or trademark. He comes up with a simple, striking design in the modern manner, a lean, an gular silhouette of "the cowboy," just that, nothing else, but which manages to suggest all the lonely grandeur and heroism of the Old West. The ads are prepared: John Wayne starring in Fred Zinnemann's "Poncho" costarring Vera Miles with Patty McCormick, plus the Saul Bass design and generous amounts of white space. Everybody loves them, including a company topper who, two days later,

"Where's the stampede of wild horses? Where's the love scene in the barn?"

Ad artists start pushing type and Saul Bass design around to get in pietures of the stampede and the love scene in the barn. Suddenly word comes from the distribution department that the pic, which hadn't been set for release until Christmas, has got a Nov. 1 date at a Detroit house in which the company hasn't been before. Company wants this date. Ad men start working furiously. They haven't any usable stills of the stampede so they have to hurry-up a fake, reproducing 15 copies of a horse charging, nostrils aflare and first used by the company in 1947 for an item called "The Stillion's Revenge."

There's also a problem about the stills of the love scene. Miss Miles is making a film in London so artists have to tuickly paste her' head on somebody else's body and since there isn't time to worry about proportion, ahe comes out looking somewhat Mongoloid. Layouts are rushed to Detroit. Pic opens one week later.

And it dies.

Hurried conferences are called at the homeoffice, especially desperate because another pre-New York date has been set at last minute in Minneapolis, Minneapolis manager and exhib take it upon themselves to go back to original Bass design. Simultaneously in New York, an exhibitor from Nepal happens to pass through the ad department and sereening of the pic, says, "My God! Where's the kid? The best scene in the film is where the kid throws her arms around Wayne's knees and asks him not to leave." Artists are instructed to ad Patty McCormick to layout.

Picture opens in Minneapolis and does great business—with Bass layout. Two weeks later it opens in New York, with everything in the

mick to layout.

Picture opens in Minneapolis and does great business—with Basslayout. Two weeks later it opens in New York, with everything in the action-sex-pathos ad except a cut of the company president. Business is not only great, it's smash. Meanwhile, back in the homeoffice:

Execs compare fine business done in Minneapolis with fine business done in New York, with two entirely different approaches. Minneapolis, they decide, is really much more sophisticated than New York which, in addition to being a great place to visit, is also a hick town at heart.

which, in addition to being a great place to the state the art.

Everybody has forgotten that the picture is one of the finest in years and may even he one of the screen's classics. Everybody is happy-except the ad man who wonders what did the trick. Was it the reviews? John Wayne's name? Fred Zinnemann? Vera Miles? Or maybe it was "the kid." Nobody knows for sure.

# TOA'S OMEGA TO PATHE'S ALPHA

# Drive-Ins: Summer Biz Blessing

[Credit Them for Big 1960 Spurt]

The tremendous upsurge in business this past summer is generally attributed to the hiked business in drive ins which enjoyed their best season in the history of the outdoor emporiums. With approximately 5,000 ozoners now operating, it's figured that the al-fresco houses provide from 21% to 25% of the domestic film rental during the six-month period extending from April to Seatenberg.

rental during the six-month period extending from April to September.

Despite the numerical superiority of the hardtops. 11,000 to 5,000, the drive-ins in the last few years, have been topping the indoor attendance in the July-August-September period. According to statistics compiled by Sindlinger & Co., the ozoners forged ahead for the first time in the third quarter of 1956 when the drive-ins tallied an average weekly attendance of 37,000,000 as compared with the 36,200,000 of the four-wall theatres. In the July-August-September stanza of 1957, the drive-ins scored 32,200,000 as against the indoor average of 31,100,000. In 1958, the ozoners really swamped the conventional houses, according to the Sindlinger figures, by drawing 36,000,000 to the four-walls 25,000,000. The trend continued in 1959 with 37,400,000 against 29,500,000. The figures for 1960 haven't been compiled as yet, but indications are figures for 1960 haven't been compiled as yet, but indications are that it will follow and perhaps exceed the 1958 and 1959 pattern.

# Laze-Daze Exhibs Grumble-Grumble, **And They Bore Robert Lippert**

By ALBERT SCHARPER
Hollywood, Sept. 20.
Robert L. Lippert, hydra-headed practitioner in the pix biz in that he is board chairman of a circuit (Electrovision) of 23 film houses along the Coast and also produces a program of low-budgeters for 20th - Fox, blasted mounting charges emanating from Theatre Owners of America convention here that producers are "starving" exhibs by not giving them, sufficient talent.

cient talent.

Himself a former TOA member,
Lippert asserts "the accusation by
many TOA members is merely an
excuse to cloak their own lack of
showmanship. Too many exhibitors just don't get up enough steam
to sell all those potential patrons
who reside in their respective
areas."

Lippert stopped paying TOA dues last year, after long membership in the organization. Although

ship in the organization. Although he would not be pinpointed on the precise reason for this action, reportedly it stems from continued TOA attacks on the production end of the industry.

"I have yet to hear from any TOA complainer about product shortage any acknowledgement of what last spring's strikes did to the flow of pictures. Any other retailer in any other industry would take such an occurrence into consideration. But back to my

consideration. But back to my lain point:

"Recently I checked two nabes showing the same bill the same night. In one house there were 185 customers; in the other 36. All chings equal, it was plain to me ouse manager hadn't been old too few who mantle them noted too few who mantle them and a Maureen O'Hara-starrer, selves with the appellation show man, really are. Too few make her brother, Charles B. FitzSimons, any attempt whatsoever to make will produce. Second Brazzi-Barany capital out of all the money apent in all sorts of media by distributors to exploit films. I have observed many a picture getting a Brown's to make two pix. Tanchuck and Cummings: Jules distributors to exploit films. I have observed many a picture getting a lix-eight-page spread in a national magazine, but. I have never seen a grassroots-level exhibitor pick up such an exploitation ball and run with it. I said it recently and I say it again: the average exhibitor is the world's worst retailer. There is a product shortage, sure, but I feel the average exhibitor, through sheer salesmanship can get added days or even a week out of any film he plays.

can get added days or even a week out of any film he plays. "Years ago, before we all got rich and complacent, an exhibitor would stand in his lobby and per-sonally get to know his regular

(Continued on page 25)

#### DOC MERMAN PROD. MGR. FOR 20TH-FOX STUDIO

#### Wholesome Influence

Corpus Caristi, Sept. 20.
Produc A. C. Lyles has been sent a scroll of 10,000 signatures from Corpus Christi thanking him for producing his "family." film called "Raymie"

The scroll, signed by patrons of the Ayres Theatre as well as Parent-Teachers Assumembers, urges Lyles to undertake similar "wholesome movies."

# **Name 8 Producers** To Launch Alpha

Hollywood, Sept. 20.

Harry Joe Brown, Nat Tanchuck, Irving Cummings, Stuart Reynolds, Jack Baker, Sam Bischoff, David

Brown's to make two pix. Tanchuck and Cummings: Jules Veine's "From the Earth to the Moon" (not the Benedict Bogeaus production for Warner Bros., released two years ago) "Morgan's. Horse", and "Record Buster." Reynolds and Baker are listed for: "Johnny C-Note," story by Robert Patterson, scripted by Mark Hanna; "The Face." story and screenplay

Patterson, scripted by Mark Hanna;
"The Face," story and screenplay
by Mark Hanna, Bischoff and Diamond are down for: "Something
for Nothing" and "The Trek."
Merman, who two years ago was
to make "Escape From Andersonville" as a Victor Mature-starrer
for United Artists, is apparently
taking the Norman Corwin screenplay to Alpha. On the other hand,
Merman now is at 20th subbing
for studio manager Sid Rogell, on
European assignment for at least
four months.
Rogers said company will set up

Hollywood. Sept. 20.

Lewls (Doel Merman replaces Bid Rogell as 20th-Fox studio production, manager.

Merman originally was and induction and the studies of the septiment of th

# 'PREJUDGING'

An exhibitor organization, for the first time so far as is known has obtained the right to rule on the quality of proposed film package before the picture is made and released. This is the basis of an agreement that Theatre Owners of America has made with Alpha Distributing Corp., the company recently organized by the America Corp. for the purpose of providing added business for its subsidiary, Pathe Laboratories

Before the America Corp. organ ized the financing-distribution of pany, it went to TOA and asked the exhibitor organization, which has been actively engaged in drumming up more pix for the product-short market, to help the new outlet obtain playdates from TOA members

#### Says Pickus

Says Pickus

The statement of Albert M. Pickus, TOA prexy, sums up the conditions under which the exhibitor organization will urge its members to play the Alpha entries. "We have told Alpha we are not movie makers," said Pickus, "but we think we know what type of pictures can make money. We told then we want product we can show, without apology, in our theatres, made with quality in mind, and sold to us at a rental no greater than what we pay now. To accomplish this we proposed to Alpha that a small committee of TOA and Alpha be set up to approve each proposed film package Pathe secures, only after this approval would we recommend that our members play the picture."

Pickus also indicated that it was the TOA's suggestion that Alpha

members play the picture."

Pickus also indicated that it was at TOA's suggestion that Alpha agreed to form its own distribution company because "without the overhead of the major companies it could service the pictures to us at probably a third of what a major company would charge." The TOA topper stressed that Alpha had accepted both proposals. At last week's TOA convention in Los Angeles, Alpha outlined its initial program of 12 pix and Pickus asked the TOA board for authority to appoint a committee to review. asked the TOA board for authority to appoint a committee to review each proposed film package and to establish the machinery to obtain the playdate support of the TOA membership.

#### Cold Scruting

Cold Scrutiny

A number of industryltes have taken a jaundiced view of the TOA approach, commenting that the exhibitor org, an ardent opponent of all forms of censorship, has, in effect, set up a self-censorship body by establishing the concept that it must approve a film project before it agrees to recommend the finished film to its members.

In a small way, the exhibitors.

finished film to its members.

In a small way, the exhibitors have encroached on the domain of all producers, it's believed, by eliciting an agreement from the Screen Producers Guild that synopses of proposed pictures, as supplied by the producers, would be circulated to TOA's complete membership to provide the producers with an exhibitor evaluation of the boxoffice potential of proposed films.

Many industryites consider this proposal ludicrous on the ground that many pictures which have turned out to be b.o. blockbusters would never have been made if would never have been made if prior exhibitor opinion had been sought. It's charged that exhibitor appraisal of a picture consists merely of his previous hit and that the only contribution he can make is to say, "Give me another picture like the one that made money for me last time."

Another factor which makes some industryites wary of exhibi-tor views on potential film fare is the occasional excursions into filmmaking by a number of theatre-men. The attempts, it's charged, have resulted frequently in cheap, tasteless exploitation items despite the exhibitors; constant cry for more quality pictures.

# EXHIBS' UNIQUE | 'Give Producers Back Their Theatre Ties and Solve Shortage'—Burke

#### Track Records

Chicago, Sept. 20.

Chicago, Sept. 20.

Just as the banned-in-Boston bromide is supposed to move books—elsewhere, feeling here has long been that banned pix are money in the vault when finally cleared.

But it occasioned a trade chuckle last week when a couple of arty cinemas, in adjacent filmpage blurbs, seemed to be vying on basis of which pic had been kept out of town longest. One ad was headlined "Banned in Chicago for 3 Years" while best the other could do was two.

# Leftists After **Catholic Chief**

Rome, Sept. 20

Recent Venice Film Festival fra-cas might result in a drastic reor-ganization of the event and s rules. This according to a report in an authoritative Milan daily (Corriere della Sera) which quotes Rome sources. Rome sources.

All Italian dailies have continued to attack the fest, while the leftwing sheets have concentrated on its Catholic director Emilio Lo-

led to attack the test, while the leftwing sheets have concentrated on its Catholic director Emilio Lonero in a series of personal attacks blaming him for all of this year's ills. Report, which notes that a meeting was held this week (presumably touching the Festival question) between Italo Prime Minister Fanfani and Minister for Entertainment Folchi, indicates that sources close to the Ministry doubt if the Venice hierarchy is in fer a reshuffle.

Thought that one person cannot and should not be made to pay for the defects of a system. Also, removal of Lonero at this time would be viewed as an open surrender to the Italian left, which has made his post a major issue. Felt, rather, that the next meeting of the Venice Festival subcommittee (which is expected to be a stormy one) will deal with possible changes in regulations, felt overstringent in some cases, and prejudicial to Venice's tail-end position among yearly events; a sort of begrars-can't be choosers situation. Also approached would be thenomination of a permanent president for the Venice Biennale (which governs film as well as legit, art, and music events in lagoon city), currently ruled in transitory capacity by Senator Giovanni Pontit.

Leftwing Italian film labor union, FILS, has meanwhile joined the anti-Venice communist bandwagon by issuing an order of the day expressing its solidarity with Luchino Viscontf (whose "Rocco and his Brothers" second-place showing at Venice precipitated the controversies) and asking Parliament and the government for a permanent resolution to its problems.

permanent resolution to its problems.

Voting Tangle

The most violent controversy in
festival history broke out over the
Venice- jury decision to award the
top prize Gold Lion to the French
entry, "Crossing of the Rhine."
Sentiment was over 90% in favor
of "Rocco and His Brothers" (Titanus), the Italian film made by
Luchino Visconti which was rated
second best by the jury. "Ridiculous verdict" headlined Milan's "Il
Giorno" in a follow-up article deploring this year's festival, which
it says has "lost all aspects of an
art event." Antagonism from leftwing sheets is because its director
Emilio Lonero is backed by the
Vatican, but all Reds avoid mention of the fact that Lonero had no
control over jury sessions.

12's roown that while the final

tion of the fact that Lonero had no control over livy sessions. It's known that while the final vote in favor of "Rhine" was six to four (for "Rocco") and one (for "Apartment"), at one point "Rocco" was ahead six to five.

By ROBERT REES

Minneapolis, Sept. 20.
A salvation for independent exhibitors generally but for smalltown theatreowners in particular would be crasement of divorcement and the speedy return to the old film producer ownership and operation of theatres so that there'd be sufficient Hollywood incentive to make more pictures.

Such is the belief of Tom Burke, head of Theatre Associates, thi area's largest non-profit buying-booking combine which includes most of the leading circuits.

Burke believes that product shortage is the small-town and subsequent-run exhibitors greatest curse today and is gradually driv-ing more of these theatreowners to extinction. extinction

He points out that while this

extinction.

He points out that while this territory's big city firstrun theatres have been and are enjoying great prosperlty the opposite is true for the small-town showhouses. These latter, if anything, are having their toughest sledding.

"It's a different story with the small-town exhibitors from that of the large city firstrun houses," says Burke. "If anything, the latter are getting more product than they need because enough pictures capable of extended playing time fill the bill, lessening their required quantity. At times it's even mecessary for these houses to curtail a run when a film still attracts grosses calling for further holdover. This because another commitment can't be reasonably deferred any longer.

"But the average has been only one 'important' picture per month—enough in the case of large city loop firstruns—and that isn't sufficient to permit profitable operation for the small-town theatres which are forced into extending engagemenfs beyond the period that's profitable.

"And in order to exist they must have 'important' pictures—the other kind generally mean nothing

"And in order to exist they must have 'important' pictures—the other kind generally mean nothing to the boxoffice anymore. So that we now find more and more small-town exhibitors unable to meet their bills or refurbish and modernize their theatres in a manner necessary to hold or attract participated or 1976 121.

(Continued on page 13)

#### **MEXICANS ROMANCE** JAPAN AND ISRAEL

JAPAN AND ISRAEL

Mexico City, Sept. 20.

Mexico is pushing Film Week promotions in various parts of world, with ballyhoo to be extended to major capitals of the world, according to present plans of the Cimex distributorship and the Film Bureau.

Readied for early 1961 celebration is a Mexican Film Week event in Tokyo, with this being set up by producer Gregorio Wallerstein in cooperation with Miss Higs Arai, cultural attache of the Japanes Embassy. Plan is to send a strong delegation of stars and functionaries to Japan to make event a big success. Mexico is currently wooing the Japanese market, with an exchange pact and coproduction deals in the making.

A Mexican Film Week will be celebrated in the Tel Aviv Theatre in Tel Aviv from Nov. 9 with six top Mexican pictures to be selected from a list including such major boxoffice hits as Macario, Simitrio, "The Uprooted," "The Shadow of the Leader," "Tizoc," "Maria Candelaria," "Roots," "The Pearl," "The Rebozo of Soledad," etc.

Touching off international cele-

Touching off international celebrations will be Mexican Film Week in Madrid, which is set for an October celebration and "I, Sinner" being lead off film.

The film week promotions will be part of a new major push by the Mexican industry to open up doors in European and Far Eastern areas where there has been little knowledge or interest in national productions. Ultimate goal, to place around 25 to 40 films and nually in key foreign markets.

Lightweight Bing Crosby comedy with Fabian added as lure for teenagers.

Hollywood, Sept. 17.
Twentieth-Fox release of Charles
Brackett production, Stars Bing Crosby;
costurs: Fabian, ruesany Went, Nicole
Maurey; features Richard Bewnier, Patrick
Adiarte, Yvonne Craig, Jimmy Boyd,
Gavin Macleod, Kenneth WacKeuna, Nina
Shipman, Directed by Blake Edwards,
Sercenplay, Tom and Fanik Waldman,
Sercenplay Tom and Fanik Waldman,
Chelluse Culor, Beloworth Fredricks;
music, Henry Manchi; editor, Robert ixe Color). Sileworth Fredric, Henry Mancini editor, Robien, Previewed Sept. 16, '60, Runni 102 MiNS.

Harvey Howard	Bing Crosby
Gil Sparrow	Fabian
Joy Elder	Tuesday Weld
	Nicole Maurey
Bob Bannerman	Richard Beymer
T. J. Padmanagham	Patrick Adiarte
Randy Pruitt	Yvonne Craig
Higgson	Jimmy Boyd
Thaver	Gavin MacLeod
President	Kenneth MacKenna
Laura	Nina Shipman
Crump	Paul Schreiber
Harvey Howard, Jr.	Angus Duncan
Bones McKinney	Dick Crockett
Tobacco Auctioneer	Frank Scannell
·	_

"High Time" is pretty light-weight fare for a star of Bing Crosby's proportions, and all the draw of the Groaner, who only trills twice, will be required to sell it. Beating on the promising premise of Crosby—51, father of two, a millionaire restaurant chain owner—enrolling in college as a freshman and continuing through four years to graduation, film depends on individual situations and gimon individual situations and gim-micks rather than on straight story line, consequently it doesn't have too much to sustain it.

Produced under the banner of Bing Crosby Productions with Charles Brackett listed as produ-Charles Brackett listed as producer, a bit of whimsy and great attention to unusual special photographic effects and montages apparently were believed sufficient to bolster the episod'c nature of the 102-minute film. It isn't, though the finished product is good fun at times, some of the situations near the belly-laugh stage. Brackett has given the overall handsome production mounting and Blake Edwards' direction is light and fluid as he catches the college spirit.

The Tom and Frank Waldman

The Tom and Frank Waldman screenplay is based on a story by Garson Kanin.

Crosby handles his role in his usual fashion, perfectly timing his laughs, and delivers a pair of Sammy Cahn-James Van Heusen songs, "The Second Time Around" and "Nobody's Perfect."

Co-starring with him are Fa-bian and Tuesday Weld, students, former singing an old folksong ef-fectively, and Nicole Maurey, as the French teacher whom Crosby ro-mances. Patrick Adiarte and Rich-ard Beymer score as Crosby's room-mates, together with Fabian; Gavin MacLeod gets a few chuckles as a screwball faculty adviser; Yvonne Craig is cute as a co-ed; and Kenneth MacKenna is college prexy. Balance of cast play well.

Ellsworth Fredricks' color pho-tography is outstanding. Henry Mancini's music score melodic and finely attuned to the demands of the action and art direction by

Duncan Cramer and Herman A.

Blumenthal lends class. Robert,

Simpson's editing also is sharp.

Whit.

#### Let No Man Write My Epitaph

Well-produced translation of the bestseller but downbeat aspect. Needs hard selling.

Hollywood, Sept. 16. Hollywood, Sept. 16.
Columbia Pictures release of Boris Di
Kaplan production. S ars Burl Ives, Sheley Winters, James Darren, Jean Seberg,
Ricardo Montalban, Ella Fitzgerald; features Rudolph Acotat. Philip OberJeanne Cooper, Bernie Hamilton, Walter
Burke, Francis DeSales, Michael Daylor,
Directed by Philip Leacock. Screenplay,
Directed by Philip Leacock. Screenplay,
Directed by Philip Leacock. Screenplay,
George Duning, Previewed Sept. 15, '60;
running time, 195 MiNS,
Judge Bruce Mallows Sullians. Burl Leacock.

Judge Bruce Mallory	Sullivan Burl Ives
Nellie Romano	Shelley Winters
Nick Romano	James Darren
Barbara Holloway	Jean Seberg
Louie Ramponi	icardo Montalban
Flora	
Max	
Grant Holloway	Philip Ober
Fran	Jeanne Cooper
Goodbye George	Bernie Hamilton
Wart	Walter Burke
. Magistrate	Francis DeSales
Nick (Child)	Michael Davis
Mike	Nesdon Booth
Eddie	Dan Easton
Whitey	Roy Jensan
Barney	Jeel Fricano
Lee	. Joe Gallison

"Let No Man Write My Enitanh" is powerful drama but the general subject, backgrounded against Skid Row and its seamy characters, lacks Row and its scamy characters, lacks determine just where he has cut the appeal of a boxoffice hit. That some 20 minutes, but the result is thas been well produced and su-l worth it.

perbly enacted by a topflight cast there can be no question; its down-beat flavor and the unpleasant as-

beat flavor and the unpleasant aspects of dope addiction which motivates a rather chilling climax look to militate against heavy acceptance by general audiences.

Boris D. Kaplan, the producer, and Robert Pressell Jr., scripter, have translated Willard Motley's novel of life in Chicago's South Side jungle with faithful regard to catching its sleazy atmosphere and limning the human ruins who popcatching its sleazy atmosphere and limning the human ruins who populate the area and comprise the characters of plot. Direction by Philip Leacock, too, is compelling for most part as he persuasively handles his people; making of bums sometimes interesting persons and creating a suitable framework for yarn's unfoldment. Plot twirls around the efforts of Shelley Winters, widow of a hoodlum who went to the chair, to rear their young son decently in their

their young son decently in their slum environment.
Acting honors are about evenly divided between Miss Winters and

divided between Miss Winters and Ives, but James Darren registers impressively as the boy who fights, to keep his head high and become a concert pianist despite his illegitimate background. Femme socks over a realistic performance, particularly during her hunger pains for dope, and Ives lends fine conviction to his "drunken scholar" role.

role. Montalban is smooth as a heavy, Montalban is smooth as a heavy, killed by Ives in the belief peddier has harmed the boy, and balance of cast contribute effectively. Jean Seberg is in briefly for a suggestion of romance with Darren and Philip Ober as her father. Miss Fitzgerald further scores with her warbling of several songs, including "Reach for Tomorrow." cleffed by Jimmy McHugh and Ned Washington.

ton.

Technical credits are defi ite as-Technical credits are den ite as-sets to film's unreeling, including Burnett Guffey's camera work, Chester W. Schaeffer's tight edit-ing. Robert Peterson's art direction and George Duning's music score. What.

#### Three Moves to Freedom (GERMAN)

Well made, but slowish and sometimes confused melo-drama. Useful booking for specialized houses; risky for general consumption.

London. Sept. 8.

Rank release of a Luggl Waldleitner production Series Cet flurgens. Claire Bloom. Claire Bloom.

#### (English Dialog)

Werner von Basil .	Curt Invene
rene Andreny	
Hans Berger	Jorg Felms
Mirko Centowic	Mario Adout
Hartmann	Albert Tiever
Mac Iver	Alan Gifford
Rabbi	ietmar Schonhers
Baranow	Karel Steponel
Baranow Moonface	Wolfgang Wah
Hotel Manager	Rudolf Forster
Hotel Manager Scientist	Albert Bressler
Ballet Master	Harald Maresch

Somewhat confused, ponderous and overlong, though sensibly edited for commercial release, "Three Moves to Freedom" is an interesting melodrama which "Three Moves to Freedom is an interesting melodrama which should do well with specialized audiences. However, it's a risky booking for the average house, despite the appeal of Curt Jurgens and Claire Bloom.

It's a flashback story concerned nainly with the effects of brainmainly with the effects of brain-washing.

The film, which was the official

washing.

The film, which was the official German entry in the Venice Film fest, is intelligently directed and has the benefit of a heavy but equally intelligent performance by Jurgens as a sunggler of art treasures out of the country for the benefit of the church. Miss Bloom plays a ballerina. Though the role is important, and offers the pic its slight love interest, the character never clearly comes to life. It's a fault of the screenplay rather than any complaint over Miss Bloom's acting.

Jorg Felmy as the Nazi and Albert Lieven as his boss also weigh in with forceful characterizations and Alan Gifford makes the most of scant opportunity as the Scotsman. Gunter Senftleben's lensing is satisfactory and editor K. M.

is satisfactory and editor K. M. Eckstein has done a sound stint. Without having seen the original German version it isn't possible to

#### The Criminal (BRITISH)

Tough, well made crook film with compelling prison se-quences and strong perform-ances, particularly by Stanley Baker. Winner with audiences with strong stomachs.

London, Sept.

Anglo-Amalgamated presentation of Merton Park, production, Stars Stanley Baker; features Margit Sand, Sam Wanamaker, Gregoire Aslan, Produceri, Jack Screenplay, Alun Owen, camera, Robert Krasker; editor, Reginald-Mills; music, Johnny Dankworth, Previewed at RFD Private, Theatre, Sept. 13, 760, Running Lime, 97 MiNS.

Johnny Bannion Stanley Baker Mike Certer Sam Wanamaker Mike Certer Sam Wanamaker Suzanne, Margit Sand Maggie Maggie Jill Bennett Stantey Sam Wanamaker Gregoire Aslan Margit Saad Jill Bennett Rupert Davies Margit
Jill Be
Rupert I
Laurence Nai
John Van E
Noel Wi
Noel Wi
Derek F
Redmond Pl
Kenneth J. W
ws Patrick I
Rearneth
Patrick V
Jack R
John M
Brian P Edwards. Governor Doctor nipe auly Larki Ifredo Fanucci Varder Brown Ivnn THara Tanson ed

There have been plenty of crime and prison screen yarns before, and "The Criminal" cannot claim to offer anything very new on the subject. But it is certainly one of the toughest, most uncompromising British of its kind and should compel the interest of audiences who like strong meat. This one is worth seeing both for a vig-orous performance by Stanley Baker and the dank, sleazy, claustrophobic prison atmosphere built-up by good art work, lensing and very skillful casting in minor roles.

The story never rises above the level of a conventional meller, but Alun Owen's screenplay projects the characters and his dialog always rings true. The opening is rather vague but fulfils its purpose in creating the prison atmosphere and the personality of Johnny Bannion, the arrogant tough bit-ter and, yet often likeable crook played by Baker. During a three year spell in the cooler during which he has become top man year spell in the cooler during which he has become top man among the prisoners he has planned the biggest robbery of his career, a \$120,000 raid on a race-track. The coup is pulled off (and this is a surprisingly unexciting sequence) but when Baker hears that his fence is upping his required percentage he decides to hide the cash until it's less hot. He buries it in a lonely field but helps himself to fifteen hundred bucks, which he blows on a ring for his which he blows on a ring for his new girl friend (Margit Saad).

new girl friend. (Margit Saad).
This doesn't please his ex-flame
(Jill Bennett) who tips off the cops
and Baker finds himself back in
jail for 15 years. He refuses to say
where the dough is, deciding to
sweat out his sentence and come
out a rich man. Through prison contacts his outside gang try to get
Baker to tell where the money is.
When that fails they use his moll
as bait, plan a prison riot and
Baker's escape and the crook falls
for the trap by leading the gang
to the field where the loot is hidfor the trap by leading the gang to the field where the loot is hidden. But they wipe him out too soon, and are left digging. Final chase has some tension but if is the prison sequences and the relationship of men and warders (who come out as a pretty sadistic lot)
which is most interesting, plus a
very rough riot scene.

which is most interesting, plus a very rough riot scene.

Baker's performance dominates the film, but Sam Wanamaker as his doublecrossing righthand man gives a studied performance of oily corruption, while Gregoire Aslan, Patrick Wyman, Kenneth J. Warren, Brian Phelan, Tom Bell, Jack Rodney, John Molloy and Tom Gerard are prominent among the assorted crooks and thugs. On the side of the law Noel Willman's governor is coldly apt, while Patrick Magee a prominent stage and ty actor), making his first big film performance is splendid as the vicious, conniving chief warder with an implacable hatred of Baker. Only two femmes have much prominence, Jill Bennett making her mark briefly but pointedly as Baker's ex-moll and a piquant German actress, Margit Saad, suggesting more saucy sexappeal than genuine thesp ability as his steady. much prominence. Jill Bennett making her mark briefly but pointedly as Baker's ex-moll and a piquant German actress, Margit Saad, suggesting more saucy sexappeal than genuine thesp ability as his steady.

Owen's screenplay is his first effort, though he is one of Britain's most known to dramalisis. It is September," lensing in Rome; "Come most known to dramalisis. It is September," lensing in Italy; and taut enough to suggest that when "The Secret Ways," Vienna,

he can get his teeth into a story of his own origination he'll be a topflight recruit.

flight recruit.
Joseph Losey's hard hitting direction is right in the mood for
the pic and he's been well served
by camerama Robert Krasker and
art director Scott Macgregor.

by cameraart director Scott Macgregor.

Johnny Dankworth lias both composed and conducted the music and again this is a useful "first time" effort. His wife, Cleo Laine, sings a "Prison Blues" which has a banal lyric but a haunting effectionness in its melody.

Rich:

#### The Boy Who Stole A Million

Hollywood, Sept. 14.

Well made comedy meller. Word-of-mouth should be good.

Hollywood, Sept. 14.
Brown production. Stars Virgilio Texera
and Marrianne Benet; introduces Maurice
Rosma. Directed by Charles Crichtons
West-Larsen: senario. John Editidge and
Crichton: camera. Douglas Slocombe; editor, Peter Bezencchet; art director.
Maurice Cavier: music. Tristram. Cary;
sound, John Michell: assistant. director.
Sept., 14. 60. Running time. 65: MINS
Mignel. Capt Skinne, Marie Edward Charles Senator Walsh Daly Speaker Virgilio Tevera

Marianne Benet

Maurice: Reyna

Harold Kasket Bill A Warren Mite Tutte Lem Xan Das B Francisco Be Mateo Knife Grinder Blind Man Commissionaire Gang Leader Organ Grinder .... Barta
... Herbert
... Gaylord Cav
... Paul Whitsun arios I larlos II lhico Chico.
Currito
Bank Clerk
Assistant Organ Grinder Antonio.
Shoemaker Andrea Male
Street Vendor Govo

In "The Boy Who Stole a Million." Paramount has picked up a tasteful little picture which is sensitively conceived and ably filmed. It's the kind that will play the lower half of a double bill, but it's not unlikely that more than one patron will go away proclaiming the second feature was better than the one they paid their money to see.

the second feature was better than the one they paid their money to see.

The brief (65 minutes) picture was filmed in Valencia, Spaitaking cinematic advantage of an infrequently used location. And director Charles Crichton has used the urban Spanish setting to its fullest. The film, whose riting credits go to Niels West-Larsen, John Eldridge and Crichton subtly blends melodrama, comedy and heart. Director Crichton-has put his tongue in his cheek, just as he did with "Lavender Hill Mob," and the George H. Brown Production turns into an entertaining, albeit short, film experience.

"Boy" of the title is Maurice Reyna, an 12-year-old Spanish youngster who works as a messenger in the Banco Nacional. His widower father has forfeited his taxi to a demanding mechanic, and the boy figures he, as do the bank customers, can "borrow" 1.000.000 pesetas. Word of the robbery circulates through the town, and every hood in Valencia goes after the boy in quest of his loot. Crichton has done exceptionally well with the chase sequences, aided humorously by Tristram Cary's musical score, and the entire affair. Often looks more like a live action Tom and Jerry cartoon.

Reyna says little but moves a lot, performing admirably as the youngster. Virgilio Texera is excellent as his father, with fine support from Marianne Benet, Harold Kasket and a talented little dog, uncredited.

Sometimes jarring are the British accents in a normally Spanish environment. But for an off-the-cuff conversation in Spanish, the picture has been made entirely in English; if there's dubbing, it's well done.

Producer Brown has come Producer Brown has come up with a fine combination of British technique and European art. Douglas. Slocombe's camera moves around Valenci with skill and feeling; Peter Bezencenet's editing is first-rate and tight; are director Maurice Carter found the right spots; sound by John Mitchell is tons.

#### Ed Muhl to Europe

#### Sunrise at Campobelle

Superlative film bio of FDR, orthy Two-a-day entry.

Hollywood, Sept. 13.

Warner ros. release of Dore Schary fooduction: Stars Ralph Bellamy, Green and the Stars Ralph Bellamy, Green and the Stars Ralph Bellamy, Green and Stars Ralph Bellamy, Green and Green and Green and Stars Ralph Bellamy, Green and Gree Studio Sept. 13, 1900. Aumanus MiNS. Franklin D. Roosevelt ... Ralph Bellamy Eleanor Roosevelt ... Greer Garson Hume Cronyn Frains.
Eleanor Rouse
Louis Howe
Miss LeHand
Sarah Roosevelt
Alfred E Smith
James Roosevelt
Anna Roosevelt Greer Garson
Hume Cronyn
Jean Hagen
Ann Shoemaker
Alan Bunce
Tim Considind
Zina Bethune
Frank Ferguson 

Dore Schary has done it again. This film version of "Surrise at Campobello" is a stirring drama. In the journey from stage to screen this chapter from the life of Franklin Delano Roosevelt has lost none of its poignant and inspirational qualities, none of its humor and pathos. Indeed, the scope and intimacy that the motion picture permits gives added dimensions to both the sense of loss suffered by a robust man crippled by infantile paralysis in the prime of life and his determination to triumph over his determination to triumph over

his adversity.

Schary, as author-producer of the play and the film (being relaxed by Warner Bros.) can take just pride in the grandslam feat, And this satisfaction is to be shared also by Ralph Ballamy whose And this satisfaction is to be shared also by Ralph, Bellamy, whose brilliant portrayal of Roosevelt, and Vincent J. Dopehue, the director, clicked so resoundingly on Broadway, Latter more than atones for the shaky start he made on Schary's earlier pic, "Lonely Hearts."

Hearts."

"Campobello" class motion picture in every way, eminently worthy of the two-a-day (with intermission) policy for its key gagements. It may turn out to be an unexpectedly hot political potato, too. The Democratic Party comes up smelling like roses and a hard blow is struck at religious bigotry at a time when political sentiments are at the boiling point throughout the land. It would be most regretable, however, and innost regretable, however, and shockingly shabby treatment of a remarkably mature and absorbing film, if party and/or religious factionalism should intrude at the

tonalism should intrude at the boxoffice.

That Bellamy gives a warm, vealing compassionate, yet always energetic performance, is hardly news. He comes as close as seems humanly possible in speech, mannerisms and expression to being the Roosevelt of the four-year span of this biography. The period is 1921, when polic shatters a joyous family vacation on the island retreat of Campobello, to 1924, when Roosevelt reemerged in public to put in Al Smith's name as a presidential hopeful at the Democratic convention and in as a presidential hopeful at the Democratic convention and in the process. It his own political star. By ending where it does, the picture avoids, the treacherous waters of controversy that later surrounded Roosevelt the President, a monumental historical figure who, like Lincoln, seems destined to be idolized and deprecated. Schary expresses unashamedly, and with unerfing dramatic instinct, affection and admiration for a man who, in his determination to overcome a devastating affliction, gave inspiration and hope to others and inspired the March of Dimes to mount a practical assault against polio.

spired the match of Dilines or mount a practical assault against polio.

Few scenes in motion picture history have touched the heart as does the climactic Democratic Convention sequence in "Sunrise at Campobello." It is noisy, boisterous, wonderfully exciting and eyeffilling in Technicolor. It is almost overpowering in emotional punch when the vibrant man, who secretly learned to drag himself along the floor on his powerful arms for fear of "being trapped by fire, finally stands, more through sheer will than the painful braces that encase his legs, triumphant at the lectern as the crowd roars and the band blares "Sidewalks of New York." It's that smash ending directors and producers yearn for but only rarely achieve.

rarely achieve.

If "Campobello" opened a new career for Schary as a playwright.

(Continued on page 24)

# DOUBT ANY U.S. FILM SUBSIDY

# More Employed—& More Idle, Too

Minneapolis, Sept. 20.

Exhibitors here expect the boxoffice to be helped by the fact that the Twin Cities metropolitan area employment is up to a new high as compared to the corresponding period in other years. This is according to the local branch of the Minnesota employment security department's latest report which estimates the employment at 542.576 compared to 541,179 in August, 1959.

However, the number of unemployed has increased by 2,500 to 20,300 since a year ago, although well below the 33,700 recorded in 1958 when the recession was under way.

In Minneapolis alone the total employment is 269,905 or some 2,700 below last year's figure for the same period. Unemployment at 10,700 is about 1,400 greater than the previous year.

Factory workers average weekly earnings have risen from \$97,10 last year to \$98.89.

# Loew's Chain Eyes Pic Production; 'In Advanced Stage of Discussion' On Greenlight From Justice Dept.

Hollywood, Sept. 20.

In the most significant policy revision since the adoption of the Consent Decrees, the U. S. Justice Dept: has given its blessing to proposal by Loew's Theatres Inc. to enter the general production-distribution field, via a multi-million-dollar program equaling or excelling the American Congress of Extibitors plan in scope.

Fact that Loew's and the Justice Dept. are in "an advanced stage of discussion" on proposal to permit the divorced circuit to go into production and distribution of quality pix for the general market was revealed here at the Theatre Owners of America convention by Maurice Silverman of the department's anti-trust division.

Eugene Picker, prexy of Loew's Theatres Inc., was reluctant to discuss details of the plan since it will probably come up in U. S. District Court in New York next month, but he said that, in terms of production, it will be at least as large as and possibly larger than the American Congress of Exhibitors' production fund plan (currently building toward \$4,000,000). It's definitely exclusive, he said, of the ACE fund to which Loew's is a major contributor.

Outlook Promising
Major difference, of course, is

#### Outlook Promising

Outlook Promising
Major difference, of course, is that Loew's is shooting for the right to distribute pix it makes, hence putting it into competition with Metro, from which it has been divorced, and with the other major distribution companies. Silverman indicated that talks have to this point been satisfactory and harring unforcespen, difficulties ing unforeseen difficulties. support Loew's request in

barring unforeseen unicutues, will support Loew's request in court.

Under the Loew's consent decree of Feb. 6, 1952, the theatre company is banned from distribution except on application to and approval of the court and on a showing that such action will not unreasonably restrain competition. Silverman said the department is approving the proposal for a limited time only (presumably with renewal-after-review provisos) and that all of the restrictions of licensing provisions of the Paramount case will apply—as regards runs and clearances, admission prices, franchises, formula deals, master agreements, block booking. Purpose, he said, is to assure that (Continued on page 24)

#### Offer Odeon 256G As Ottawa Blast Settlement

Ottawa Blast Settlement
Ottawa Sept. 20.
Odeon Theatres of Canada Ltd.
has been offered \$265,000 for
damage to its Ottawa showcase
two years ago. The posh Odeon
filmer was wrecked in Oct., 1958,
in a natural-gas explosion that
blasted this city's downtown area.
The entire screen end of the theatre was wiped out. Since then the
house has been boarded up.
Initial Odeon claim for damages
was \$1,000,000, later reduced to
\$500,000. The \$265,000 offer was
made out of court by the defendants, including Consumer Gas Co.
and Ottawa Gas Co.

LEGION OKAY CITED Lutheran Ladies Decide Not To View Nude In Car

Albany, Sept. 20.
The ladies are getting restless in Albany. The Knickerbocker News recently featured a letter, written by the Ladies Society of Love of the Lutheran Church of East Greenbush, objecting to the showing in the Albany area of Nude in A White Car" and other films in the monster and crime genre.

films in the manageries, Alan V. Iselin, Tri-City Drive-in.
Theatres one of the exhibs scheduled to show "Nude," answered criticism on the Trans-Lux Distributing release by pointing out that pic had received the A-III rating morally unobjectionable for the Legion of Decency. morally unobjectionable for adults of the Legion of Decency. Exhibs planned a special screen-ing of the film for the Lutheran ladies, but later, for reasons not announced, cancelled the showing idea.

# **Eversharp Moves** For Takeover Of **Technicolor Inc.?**

he focus of Wall Streets reports. th most prevalent being that
Patrick J. Frawley, president of
Eversharp Inc., might make a move to obtain control of the color film processing firm.

Frawley and a group of Eversharp executives or board members are said to hold approximately, 20% of the 2,034,000 shares of Techni outstanding. In addition to Frawley, Eversharp reps on the Techni board include Edward Ettinger, Melvin Jacobs and Thomas Walsh. The latter is the most recent addition to the Techni board. He was named to succeed Herbert T. Kalmus when the founder and longtime president of the film outfit went into complete retirement two weeks ago. Previously Kalmus had relinquished the post of president and general manager to John R. Clark Jr.

Previous Wall St. Interest in Techni was based on a report that Dupont planned to enter the color film field and had chosen Technito do the processing. On the basis Techni outstanding. In addition to

film field and had chosen Technito do the processing. On the basis of the rumors, Dupont Issued a statement saying that it was mulling a business entry in the color film market, but that it was at least a year away from making a decision. It denied signing an agreement with Techni, but said that in its study of the color film field it had met with officials of Technicolor as well as other companies to obtain information about the marketing and technical research problems of color film, but that no decision had been made.

# AN EADY PLAN

Hollywood, Sept. 20.
Exhibs are going to have to take "a more radical approach" than the Congress of Exhibitors' production fund plan if they really want to increase production, Screen Producers Guild prezy Walter Mirisch told TOA conventioners last week. He suggested they start right now to form "an American version of the British Eady Plan."
Roughly \$40,000,000 per year (compared to the less than \$4,000,000 now in the American Congress of Exhibitors fund) could be raised by exhibs if they would voluntarily agree to turn 3% of their \$1,300,000,000 national gross back into production, Mirisch pointed out.

By HY HOLLINGER

#### By HY HOLLINGER

The proposal by producer Walter Mirisch that "an American version of the British Eady plan" be established as a method to increase the flow of product was received with mixed reaction in New York film circles. The Mirisch feeler, made in Los Angeles last week at the Theatre Owners of America convention, is similar to other subsidy schemes advanced recently by other industryites, tably Carl Foreman.

There was agreement in N. Y. that an Americanized Eady plan would have the effect of making more pictures available for marketing, but there was doubt that such a scheme could be evolved in the U.S. Mirisch's proposal stressed that the British Eady plan originated as a voluntary tax colbrighted as voluntary tax con-lected at the boxoffice and paid by British theatre operators to pro-ducers of locally-made films. How-ever, the plan later became part of British law and, as such, is sup-ported by the Government itself. In effect, it is similar to the Gov-ernment subdities given the local In effect, it is similar to the Government subsidies given the local film industries in France and Italy. These subsidies, it is generally agreed, have had the effect of saving the local production activities of filmmakers in these countries. It is generally considered a "must" for nations whose own market is not big enough to provide the income to cover the costs.

In the United States, the situa-

come to cover the costs.

In the United States, the situation is different. A picture can generally cover its cost in the domestic market. In addition, U.S. films have a tremendous appeal in the foreign market. There was the belief among Gotham filmites that an Eady plan setup, involving only voluntary contributions by exhibitors, might be feasible, but there was considerable pessimism about any plan that involved a Government subsidy.

There was serious doubt too.

ment subsidy.

There was serious doubt, too, that exhibitors would agree to a voluntary plan and the only way it could be enforced, it was stressed, would be by Government edict. Thus, it was noted, it would put the Government in the film biz.

'Far-Fetcheu?'

"Yar-Fetched?"

Any involvement of the U. S. Government, said one N. Y. exec, is "absolutely incredible and far-fetched" although he acknowledged that such a plan would tend to eliminate "runaway" production because producers would stay home in light of the financial advantage. However, he is firmly convinced that the "whole emotional feeling" in Congress would never allow a subsidy for the film industry. He contends that constituents in regions more insular than N. Y and Los Angeles "would raise hell" if their Congressmen decided to give a subsidy to the sticks still have a "caricature idea of Hollywood." And, he asks, how would it be possible to ask the Government for a subsidy if some actors are receivation.

# Robbins Conciliatory But Still Raps Columbia on Trailer Issue; Sez No 'Feud' But 'Biz Difference'

#### STRIKE OR LOCKOUT?

Winchell Says He Combats IATSE 'Featherbedding'

Minneapolis, Sept. 20.
Minus union stagehands and projectionists the State, leading Minnesota Amus. Co. (United Paramount circuit) loop firstrun here continues to operate in apparent normal fashion for the third week since Charles Winchell, MAC president, refused to meet IATSE employment demands in a new contract.

tract.

IATEE has demanded that the State continue with four stage-hands as maintenance men. Winchell has said he'll employ only the number needed—one. The IATSE stagehands are picketing the theatre with banner alleging a lock-out. Winchell avers that it's a strike than effort to nerretuate "featherin an effort to perpetuate "feather-bedding." When the IATSE pro-jections refused to cross the stage-hands, picket lines non-union booth operators were installed.
"From the Terrace" (20th) is in

its fourth week at the State and doing well.

# **Infidelity Theme** Cancels Grant's **Comedy at Hall**

Originally scheduled as the Radio Hall's Christmas attraction, "The Grass Is Greener," the Cary Grant starrer for Universal, was cancelled by the Rockefeller showcase because it did not consider the subject matter in keeping with the atmosphere the theatre tries to create for the Yule-tide season. Warner Bros.' "The Sundowners" was substituted as the holiday picture and "The Grass Is Greener," made in London by Grant's Grandon Productions, has been booked into the Astor for Christmas week.

Because of the popularity of Cary Grant pictures at the Music Cary Grant pictures at the Music Hall, Russell V. Downing, MH topper, booked "Grass" before seeing the finished picture. On viewing the entry, Hall officials, while rating it as a topnotch comedy, did not feel that the theme of infidelity explored in the film would fit in with the theatre's traditional Christmas pageant. The picture, however, has received the Production Code's seal of approval and it's understood, has been commended by Code officials for the manner in which the delicate subject matter is treated. In addition to Grant, the picture stars Deborah Kerr, Jean Simmons, and Robert Mitchum.

Despite some conciliatory overtones, speech by National Screen Service prexy Burton E. Robbins to Theatre Owners of America conventioners at the Cocoanut Grove amounted to a blistering condemnation of Columbia's new trailer policy and of exhibs who are going

nation of Columbia's new trailer policy and of exhibs who are going along with the studio.

"Whatever their (Columbia's) purpose of disassociating themselves from NSS, we do not impugn their motives. We do not believe they deliberately imposed a hardship on the exhibitor.

"We do not question their right to produce their own trailers," Robbins continued, "since like all other companies, they have always maintained absolute control of concept, content and production ... subject to their intermediate as well as their final approval ... this can make little, if any, difference in the quality of their trailers. However, when Columbia's action, taken at a time when all of us who serve the motion picture industry are beset by hazards of theatre closings, product shortages, and increasing avenues of competition, upsets a 40-year-old industry service-concept, places it in jeopardy, and needlessly increases exhibitor costs when they can ill afford it, we feel that neither you, the exhibitor, nor National Screen, your trailer supplier, should be the 'patsies' for this action."

Robbins said most exhibs understand NSS's position but some dis-

the 'patsies' for this action."
Robbins said most exhibs understand NSS's position but some dissenting exhibs "level charges which are wholly unjustified, and in a few instances maticious." He labeled as a "bare-faced lie" the reported assertion by dissidents that NSS "asumes a "take-it-or-leave-it' attitude" in its dealings with exhibs.

that NSS "asumes a 'take-it-or-leave-it' attitude" in its dealings with exhibs.

Facts are, said Robbins, that NSS is contractually committed to about 70% of its exhib customers to supply trailers for all pictures under a "weekly service plan." a pact which exhibs can cancel if they choose. Fact that it would so cost exhibs as much or more for exhibs to subscribe to a "per trailer plan" is explained, he said, by simple economics: the weekly service pact provides NSS with a base for stable economical operation—full-time employes etc.—which pertrailer pacts would not. Plecemeal system, he indicated, would cost more and provide less service.

Withal, Robbins said the contention

more and provide less service.
Withal, Robbins said the contention or quarrel with Columbia is "no feud." so far as NSS is concerned, "nor, frankly, do I believe that Columbia intends a belligerance" and cited 30-year history of friendly association with the company. He preferred the term "business differences."

#### See North Central TOA Unit in Allied Stronghold

Unit in Allied Stronghold

Minneapolls, Sept. 13.

All four of this area's largest theatre circuits now are members of Theatre Owners of America and Harold Field, owner of one of the chains and a long-time member, says that he expects that a TOA unit will be activated in this long-time Allied States stronghold before the year's end.

This development has received impetus because Ted Mann, owner of nine theatres, recently joined TOA for the first time. In fact, Mann is a former president of North Central Allied, a national Allied States affiliate.

In addition to Field and Mann, the Minnesota Amusement Co. (United Paramount) and Eddle Ruben, owner of the important Welworth theatre circuit, also are long-time TOA members and do not hold NCA membership. In November or December, steps toward the TOA unit's formation are anticipated.

'Sky' High \$12,500, Frisco; 'Cannibals'

Cincinnati, Sept. 20.

First-run biz is surging this session. Lift is from newcomers "All the Young Men." looming swell at Keith's; "All Fine Young Cannibals" shaping good at the Palace, and sturdy double bills on both sides of Twin Drive-In screens: "Why Must I Die" and "Noose for a Gunman," and "Last Days of Pompeii" and "Boy and Pirates." Holding strong are "Psycho" in eighth canto and "Ocean's 11" in fourth, round.

Hilltop arties, with admish

Hilltop arties, with admish boosts from \$1 to \$1.25, are in clover. "Ben-Hur" bids for pickup at the half-year pole. "Can-Can" at the half-year pole. "Can-Can" rates fairish in 13th week. Trade trend is generally pleasing in face of four-day annual Carthage Fair's gate of over 100.000, plus opening of weekend night college and high rabbed feathall. chool football.

Estimates for 'This Week Albee (RKO) (3,100; 90-\$1.50)— leean's 11" (WB) (4th wk). Strong

\$8.500 finale after \$9,500 for third

Capitol (SW-Cinerama) (1.400; \$1.25-\$2.75) — "Ben-Hur" (M-G) (27th wk). Rebounding to hefty \$13,500, Last week. \$11.500. Esquire Art (Shor) (500-\$1.25)— ("Carxy on Nurse" (Gov) (6th wk). Big \$2,500 after \$3,000 for fifth

Grand (RKO) (1.400; \$1-\$1.50)

(Par) (8th

"Psycho" (Pari '8th wk'). Great \$8,000. Last week, \$9,000. Guild (Vance) '300-\$1.25)—"I'm All Right, Jack" (Col). Lush \$3,000. Last week, "The Swan" (M-G) '2d wk), \$1,100.

"Your Past Is Showing" (Indie) (4th wk), Good \$1,400. Last week, \$1,800. Hyde Park Art (Shor) (500-\$1.25)

\$1,800.

Keith's (Shor) (1,500; 90-\$1,25)—

"All The Young Men" (Col), Swell i

\$10,000. Holds for second stanza.

Last week, "Elmer Gantry" (UA)

"All The Young Men" (Col), Swell \$10,000. Holds for second stanza. Last week, "Elmer Gantry" (UA) (3d wk), \$5.000.

Palace (RKO) (2.600; \$1-\$1.25)—
"All Fine Young Cannibals" (M-G).
Okay \$9.500. Last week, "Bellboy" (Par) 3d wk), \$7.500.

Twin Drive-In (Shor) (1.200 cars each side; 90c)—West side: "Why Must I Die" (AI) and "Noose for a Gunman" (UA). Nice \$8.000. Lást week, "House of Usher" (AI) and "12 Hours to Kill" (20th) '3d wk) four days, \$3,100. East side: "Last Days of Pompeil" (UA) and "Boy and Pirates" (UA). Good \$7.000.

Last week, "High Schod Caesar" (Indie) and "Date Bait" (Indie).

\$5,000.

Valley (Wiethe) (1.200; \$1.50-\$2.50)

\*\*Can-Can" (13th wk). Fair

\$6,000 after \$8,300 for 12th week.

### 'Paradise' Plush \$7,500. 2d, Balto; 'Love' Light $3\frac{1}{2}$ G, 3d, 'Naples' \$3,200

Baltimore, Sept. 20.
Lack of new films and cool spell are lowering the take here. In the lead are "Nature's Paradise" and "Female and the Flesh" double bill "Female and the Flesh" double bill in second week at the Century. "It Started in Naples" is pleasant. in fourth frame at the Charles, "Cancian" is oke in 17th week at the Mayfair and "Let's Make Love" is warm in third at the New. Estimates for This Week Aurora (Rappaport) 1367; 50-\$1.50\to "Psycho" (Par) 19th wk). Strong \$6,000 after \$7,000 in previous week.

Strong \$6,000 after \$4,000 in previous week
Century (Fruchtman) (3,200; 50\$155—"Nature's Paradise" (Indie) (2d
and "Female and Flesh" (Indie) (2d
wk), Good \$7,500 after \$15,000 in

Charles (Fruchtman) (500; 50-\$1.25)—"Started in Naples" (Par) (4th wk). Okay \$3,200 after \$4,400

In third.

Cinema (Schwaber) (460; 90\$1.50) — "End of Innocence"
(Kings). Fair \$2,700., Followed
"Come Dance With Me" (Union)
(4th wk), \$2,500.

Five West (Schwaber) (460; 90\$1.50)—"Subterraneans" (M-G) (3d
wk). Oke \$2,600 after \$2,800 in second frame.

ond frame,

Hippodrome (Rappaport) (2,380;
50-\$1.25)—"Strangers When We Meet" (Col) (4th wk) Warm \$4,500 after \$5,000 last week.

Little (Rappaport) (300; 50-\$1.50)—"Man in Cocked Hair" (SCA) (repeat) (2d wk). Oke \$2,500 after \$3,000 week before.

Mayfair (Fruchtman) (750; \$1.49-Kaylair (750; \$1.49-Kaylai

### **Key City Grosses**

Estimated Total Gross
This Week \$2,395,500

\*Based on 24 cities and 256
theatres, chiefly first runs, including N. Y.)

Based on 22 cities and 230 theatres.)

# **'Sky' Tall \$9,000**, Mpls.; 'Angel' 21/2G

Minneanolis Sent 20 A slight breaking up of the holdis permitting several fresh entries. They're "The Crowded Sky" and "The Angel Wore Red" downtown and a second run, plus another exclusive area engagement for "Can-Can" uptown. "Sky" is good at the Lyric. but "Angel" is drab at the Gopher. "Can-Can," smash at th equipped St. Louis Park, broke the house record Sat. night (17).

Estimates for This Week

Academy (Mann) (947; \$1.75-\$2.65) — "Ben-Hur" (M-G) (30th wk). Good \$12,000. Last week same.

Century (Cinerama, Inc.) (1.150; \$1.75-\$2.65 — This Is Cineram 'Cinerama' (Cinerama) (reissue) (4th wk): Nice 12,000. Last week, \$12,300.

Gopher (Berger) (1.000; \$1)— Angel Wore Red" (M-G). Drab \$2,500. Last week. "College Confi-dential" (U) (2d wk), \$3,200.

Lyric (Par) (1.000; 85-\$1)— "Crowded Sky" (WB) Good \$9,000. Last week, "Portrait in Black" (Col) (4th wk), \$4.500 at \$1-\$1.25).

RKO Orphem (RKO) 12.800 \$1-\$1.50—"Ocean's 11" (WB) (5th wk). Will bow out after this ses-sion Tall \$8,500. Last week, \$9,500

RKO Pan (RKO) (1,800; \$1-\$1.25)
-"House of Usher" (Al) (3d wk). Final stanza for this one which has exceeded expectations. Good \$5,000. Last week, \$7,500.

St. Louis Pork (Field) (1,000; \$1.50-\$2)—"Can-Can" (20th) (2d run). Another exclusive area en-gagement sans reserved seats for this one which ran eight weeks downtown as a hard-ticket attraction. Smash \$12.000. Last week, "Pollyanna" (BV) (10th wk), \$3,000.

State (Par) (2.200; \$1-\$1.25)— "From the Terrace" (20th) (4th wk). Satisfactory \$6,000. Last week, \$9,000.

Suburban World (Mann) 1800; \$1.25)—"Sons and Lovers" (20th) (5th wk). Good \$2,500. Last week, \$2,800.

\$2,800.

Uptown (Field) (1.000; \$1.25)—
"Psycho" (Par) (2d run). Showing this day and date with 10 other nabe houses. Strong \$5.000. Last week, "Hiroshima Mon Amour" (Zenith) (2d wk), \$2.000.

World (Mann) (400; 85-\$1.45)—
"The Apartmen!" (UA) (11th wk). Great \$6,500. Last week, \$6,500.

### Carry on Nurse" (Indie) (17th wk). Nice \$1,000. Last week, same.

## Young Men' Lusty 9½G, Port.; 'Hell' Oke \$6.000

Port.; 11ell UKE \$0,000

Portland, Ore., Sept. 20,
Long playing holdovers continue
to do biz along the main stem this
round with new entries scarce,
'Ben-Hur' shows no letup for a
35th inning at the Music Box.
'Psycho" stays for a sixth sesh at
the Broadway. 'Can-Can' moves
into an 11th round at the Hollywood. These are the longest run
pix to hit this town in years.

Estimates for This Week
Broadway. 'Parker) (1.890; \$1\$1.50-- "Psycho" (Par) 6th wk).
Hot \$7,500. Last week \$7,700.
Fox Evergreen) (1.600) \$1-\$1.49

Hot \$7,500. Last week \$7,700:
Fox 'Evergreen' (1,600; \$1-\$1.49
—"All The Young Men' (Col) and
"The Enemy General" (Col). Lusty
\$9,500. Last week. "Sons. and
Lovers" (20th) and "It Happened
In Rome" (CA): \$4,800.
Hollswood (Evergreen) (900;
\$1,50-\$31—"Can-Can" (20th) (11th
wk). Solid \$6,000. Last week. \$4,600.
Music Box (Hamrick) (640; \$1,50-\$31—"Ben-Hur" (M-G) (35th wk).
Big \$13,500. Last week. \$12,600.

\$3)—"Ben-Hur" (M-G) (35th wk). Big \$13,500. Last week, \$12,600. Orpheum (Evergreen) (1,536; \$1-\$1.49)—"One Foot In Hell" (20th) and "Murder Inc" (20th). Okay \$6,000. Last week, "The Crowded Sky" (WB) and "Arson For Hire" (AA) \$5.800

(AA), \$5.800.

Paramount (Port-Par) (3.400; \$1-\$1.50)—"Private Property" (Indie) and "A Question of Infidelity" (Indie). Slot \$4.500. Last week. "All The Fine Young Cannibals" (M-G) and "Davy" (M-G), \$5.900,

# 'Carnibals' Boff \$15,000, St. Loo

St. Louis, Sept. 20.

Top new b.o. Lure in fown is "All the Fine Young Cannibals" at the Esquire. Only other newcomer is "Thunder in Carolina" at the Fox with strong holdovers dominating other marquees—"Ben-Hur" in a 17th. great week at Loew's Mid-City. "Let's Make Love" in a third at the Ambassador, "Elmer Gantry" in a second at Loew's State and "Psycho" in a fourth frame at the St Louis.

"Psycho" in a fourth frame at the St Louis.
Estimates for This Week Ambassador (Arthur) (2.970; 60-90)—"Left's Make Love" (20th) (3d wk). So-so \$8.000. Last week, \$9,

wkl, So-so section of the section of

week, \$2,000;

Esquire 'Schuchart-Levin' (1.800; 90-\$1.25 —"All Fine Young
Cannibals" (M-G), Mighty \$15,000,
Last week, 'Occan's 11" (WB) (6th
Wk), \$10,000,
Fox (Arthur) 5,000; 60-90)

"Thunder in Carolina" (Indi ) and

"Thunder in Carolina" (Indi ) and "Half Pint" (Indie). Tame \$12,000 Last week, "Crowded Sky" (WB) and "Chartroose Caboose" (U)

and "Chartroose Caucuse" \$13,000. Loew's Mid-City (Loew) (1.160; \$1.50-\$2.50) — "Ben-Hur" (M-G) (17th wk). Solid \$13.000. Last week

Loew's State (Loew) (3.600; 60-90)—"Elmer Gantry" (UA) (2d wk) Okay \$13,000 Last week, \$15,-

# So-So 12G, 'Psycho' Smash 171/2G, 6th **Broadway Grosses**

Last Year .....\$526,400 (Based on 26 theatres)

# 'Nude' Robust 17G. Toronto, 'Bells' 10G

Toronto, Sept. 20.
Only newcomer "Nude in a
White Car," which is good at fivehouse tiein but biz is booming for
holdovers. Unusual is no change
at the b.o. of such first-runs as holdovers. Unusual is no change at the b.o. of such first-runs as fifth stanzas of "Psycho" and "School for Scoundrels," fourth frame of "Bells Are Ringing," and second stanza of "Hiroshima Mon Amour." Second frame of "The Time Machine" and eighth stanza of "From the Terrace" are still

Estimates for This Week

Carlton (Rank) (2,318; \$1-\$1.50) "Doctor in Love" (20th) (2d wk). Sock \$16.500. Last week. \$18.000.

Sock \$16.500. Last week, \$18.000.
College, Downtown, Glendale,
Prince of Wates, Runnymede PPTaylor) (1,499; 1,059; 995; 1,200;
1,385; 50-90)—'Nude in White
Car" (IFD). Good \$17,000. Last
week, 'House of Usher' (Astral),
i nine-house combo with 10,991capacity, house-breaking \$49,000.
Hollywood (FP) (1,080; \$1-\$1.25)—'Psycho" (Par) (6th wk). Still
wham \$15,000. Last week, same.
Hyland (Rank) (1,057; \$1-\$1.50)
—'From Terrace" (20th) (8th wk).
Lusty \$7,500. Last week, \$9,000.
Imperial (FP) '3,342; \$1-\$1.25)—
"Let's Make Love" (20th) (3d wk).
Okay \$9,000. Last week, \$11,000.
International (Taylor) (557; \$1-\$1.50)

International (Taylor) (557; \$1-\$1.50)

International (Taylor) (557; \$1-[25)—"Hiroshima Mon Amour" \$1.25)—"Hiroshima Mon Amour" (Zenith) (2d wk). Very big \$5,500. Last week, ditto.

Loew's (Loew) (2.745; \$1-\$1:25)

—"Bells are Ringing" (M-G) (4th wk). Hefty \$10,000; Last week, ditto.

Tivoli (FP) (935: \$1.50-\$2.50)—
"Can-Can" (20th) (25th wk). Steady
\$7,000. Last week, same.

Towne (Taylor) (693; \$1-\$1.50)— "School for Scoundrels" (Cont) 15th wk). Holding a big \$5,500. Last week, ditto.

University (FP) (1.363; \$1.50-\$2.75) — "Ben-Hur" (M-G) (40th wk). Still hearty \$9,000. Last week, same.

Uptown (Loew) (2.745: \$1-\$1.25)
—"Time Machine" (M-G) (2d wk):
Lusty \$10,000. Last week, \$12,000.

#### 'Angel' Placid \$7,000 In Mild Prov.; 'Die' Dull 61/2 G

Providence. Sept. 20.
Mild is the word for biz throughout this area, with Loew's State about highest with "The Angel Wore Red." Elmwood's 13th week of "Ben-Hur" is steady, while RKO Albee's "Why Must I Die" and Majestic's "The Crowded Sky" are on the slow side. Strand is meek with "The Mighty Crusades."

Estimates for This Week

Estimates for This Week

Estimates for This Week
Albee (RKO) (2,200; 65-90)—
"Why Must I Die" (AI) and "Escape From Terror" (AI). Slow \$6,500. Last week, "This Island Earth"
(U) and "Land Unknown" (U) (reissues). Slow \$6,000.
Elmwood (Snyder) (724; \$1.50\$2.50)—"Ben-Hur" (M-G) (13th wk).
Steady \$7,000. Last week, hot
\$9,000.

Steady \$7,000. Last week, hot \$9,000.

Majestic (SW) (2,200; 65-90)—
"Crowded Sky" (WB) and "Dial M for Murder" (reissue). Fair \$6,000.
Last week, "Let's Make Love' (20th) (2d wk). Hefty \$10,000.

State (Loew) (3,200; 65-90)—
"Angel Wore Red" (M-G) and "Rawhide Trail" (AA). Meek \$7,-000. Last week, "All Fine Young Cannibals" (M-G) and "Seven Guns To Mesa" (M-G). Slow \$7,000.

Strand (National Realty) (2,200; 55-90)—"Mighty Crusades" (Falcon) and "Next To No Time" (Indie). Very slow. \$3,000. Last week. "College Confidential" (U) and "Between Time and Eternity" (U). Fair \$5,500.

"Crowded Sky" nice at the rate-mount, but "All the Fine Young Cannibals" is only so-so at the Warfield. "Psycho" is still smash in its sixth Golden Gate frame, "Let's Make Love" is bright in winding up four weeks at the Fox. "Ben-Hur" continues great at the

Estimates for This Week.
Golden Gate (RKO) (2,859;
\$1.50)—"Psycho" (Par) (6th wk).
Great \$1.750. Last week, \$23,000.
Fox (FWC) (4,651; \$1.25;\$1.50)
"Let's Make Love" (20th) and
"Five Bold Women" (20th) (4th wk). Dandy \$8,000 on six days.
Last week, \$4,000 for three days.
Rest. of week closed for private automobile show.

Rest of week crosed an parameter automobile show.

Warfield (Loew's) (2,656; \$1.25-\$1.50) — "Fine Young Cannibals"

'M-G) and "Platimum High School"

(W-B). So-so \$12,000. Last week,
"Time Machi (M-G) (4th wk),

"Time Machi (M-G) (4th wk), \$7.000.

Paramount (Par) (2.646: \$1.25-\$1.50)—"Crowded Sky" (WB) and "Muti (Par). Nice \$12.500. Last week, "It Happened In Naples" (Par) and "Cover Girl Killer" (Par) (2d wk), \$12,000.

St. Francis (Par) (1.400; \$1-\$1.50)—"Ocean's 11" (W-B) (7th wk). Good \$8.000. Last week, \$10.000 Orpheum (Cinerama, Inc.) (1.456; \$1.75-\$2.65)—"This Is Cinerama" (Cinerama, (reissue) (12th wk). Fine \$16,000. Last week, \$18.500.

United Artists (No. Coast) (1.151; \$1.25-\$1.50) — "Hell. To Eternity" (AA) and "Hot Shots" (AA) (3d, wk). Sliding to \$8,000. Last week,

\$14.500.
Stagedoor (A-R) (440; \$1.25-\$1.50-"School For Scoundrels" (Cont). Good \$4.200. Last week, "I'm All Right Jack" (Col) (6th

Min All Right Jack (Col) (612 kk), \$2.800, Vogue (S.F. Theatres) (364; \$1.50)—"Savage Eye" (King) (2d kk). Nice \$2.800. Last week, \$3.000.

\$3.000.

Coronet (United California)
(1.250; \$1|80-\$3.50) — "Ben-Hur"
(M-G) (39th wk) Great \$23,000.
Last week, \$24.000.

Last week. \$24.000.
Alexandria (United California)
(1.610; \$2.20-\$2.75) — "Can-Can"
(20th) (17th wk). Slipping to
\$10.000. Last week. \$11.000.
Presidio (Hardy-Parsons) (774\$1.25-\$1.50)—"Marie Octobre" (Indie). Okay \$2.600. Last week. "Ocar Wilde" (Indie) (4th wk); \$3.000

# Machine' Fast \$15,000 In Spotty D.C.; 'Ghosts'

In Spotty D.C.; 'Ghosts'
Quiet 9½G, 'Time' Oke 4G

Washington, Sept. 20.

Mainstem trade is spotty thi
round. Big initialers are "Time
Machine." which is rated lusty
\$15,000 at the Palace, and "13
Ghosts," figured for a quiet \$9,500
at two Stanley Warner houses.
"Next to No Time" the Apex
looks for only a fair opening stanlooks for only a fair opening stanlooks for only a fair opening stanlooks for only a fair opening for a
mild \$4.500 opener.

Estimates for This Week
Ambassador-Metropolitian (SW)
1,490; 1,000; 90-51.49) — "13
Ghosts" (Col). Quiet \$9,500. Last
week. "Crowded Sky" (WB),
\$14,500.

Apex (K.B). (940) 90.51.10

(K-B) (940; 90-\$1.10) Time" (Indie). Oke

\$14,500.

Apex (K-B) (940; 90-\$1,10)—

"Next to No. Time" (Indie). Oke
\$4,000. Last week, reissues.

Capitol (Loew) (3,426; \$1-\$1,49)

"Let's Make Love" (20th) 4th
wk). So-so \$9,000 for last six days.

Last week, \$1,2500.

Kaith's (BKO) 1,850; \$1-\$1,49)—

Last week, \$12.500.
Keith's (RKO) (1.850; \$1-\$1.49)—
"Elmer Gantry" (UA) 5th wk).
Good \$10.000. Last week; \$12.000.
MacArthur (K.B) [900; \$1,10)—
"I'm All Right, Jack" (BL) (10th

Steady \$3.500. Last week \$3 700 Ontario (K-B) (1,240; 90-\$1.49) "It Started in Naples" (Par) (4th wk). Nice \$6,000. Last week, \$7,000.

\$7,000.

Palace (Loew) (2.390; 90-\$1.25)—
"Time Machine" (M-G), Great
\$15,000. Last week, "All the Fine
Young Cannibals" (M-G) (2d wk),
\$5.500 for final five days.
Playhouse (T-L) (458; \$1-\$1.80)—
"Subterraneans" (M-G), Mild
\$4,500. Last week, "Come Dance
With Me" (Union (5th wk), \$1,850.

(Continued on page 23)

# 'Machine' Big \$9,000, Pitt; 'Carousel' Trim $7\frac{1}{2}$ G, 'Scoundrels' Hep \$4,700

Hit by an offish Friday due to night tv games by the baseball Pirates and the football Steelers, headed for a good week. Sharp new entries are "Time Machine" at the Harris, "School for Scounnew entries are "Time Machine" at the Harris, "School for Scoundrels at Squirrel Hill and the surprising "Carousel" in a reissue run at Fulton. Hefty hold-overs are "Ben-Hur" in 35th round at Warner, "Psycho" in fifth at Penn and "Ocean's 11" in third at Stanley.

Fulton (Shea) (1,365; \$1-\$1.50)-'Carousel'' (20th) (reissue). Trib 57,500. Last week, "From Te

(S1.50)—"Time- Machine" (M.G). Excellent \$9.000 but must come out tomorrow (Wed.) for "High Time" (20th) due to locked booking. Last week, "Let's Make Love" (20th) .3d wk/ 15 days), \$5.000. Penn. (UATC) (3,300; \$1.\$1.50)—"Psycho" (Par) (5th wk). Still wow \$16.000. Last week, \$21,500. Squirrel Hill (SW) (334; \$1.25)—"School for Scoundrels". (Cont.) Smash \$4,700. Last week, "Captain's Table" (20th) 3d week, \$1.500. Stanley (SW) (3,700; \$1.\$1.50]—

er, "Psycho" in fifth at Penn and Ocean's 11" in third at Stanley.

Estimates for This Week
Fulton (Shea) (1,365; \$1-\$1.50)—
Carousel" (20th) (reissue). Trim 7,500. Last week, "From Terace" (20th) (5th wk), \$5.600.

Harris (Associated) (2,100; \$1-\$1.500.

As a lain's Table" (20th) (3d wk), \$1.500.

Stanley (SW) (3,700; \$1.\$1.500.

Worner (SW) (\$1.50-\$2.75) — "Ben-Hur" (M-G) (35th wk). Still towering \$16,500. Last week, \$13,000.

# N.Y.: GOOD UNWINDED WEEK

# L.A. Slumping; 'Angel' Dull \$19,500, 'Fighters' Thin \$16,300, 'Hur' Off To \$23,300 But 'Sons' Rousing \$10,000

Los Angeles, Sept. 20.

First-runs continue their downward curve this week with five new entries failing to make much impression in the overall picture. "Angel Wore Red" is after a dull \$19,500 in four houses, "Night Fighters" is eyeing a thin \$16,300 in a quartet of situations but "Sons and Lovers" in an exclusive showing at the 631-seat Fine Arts is shaping to a great \$10,000.

"Beyond the Time Barrier" is gandering light \$8,600 at the State and pix with only a dim \$2,000 looming for "Marie-Octobre" at the Four Star. "Let's Make Love" remains firm in its fourth Chinese session. But "Ben-Hur," among the hard-ticket engagements, is of baddy to \$23,300 in its 43rd lap at the Egyptian.

Estimates for This Week

Estimates for Gapting (M-G) (2d wk). Weak \$6,000 Last Week, und

Estimates for This Week

\*\*Estimates for This Week
Four Star (UATC) (868; 90-\$1.50)

--"Marie Octobre" (Lop). Dim
\$2.00). Last week, with State,
Vogue, Baldwin, "Bells Are Rinsing" (M-G) (2d wk), "Time Machine" (M-G) (2d wk, Four Star,
Vogue, Baldwin), "Edge of City"
(M-G) (reissue) (State) (1st wk),
\$13.700.

Orpheum, Hollywood, Fox Wilshire, Loyola (Metropolltan-FWC) (2213: 756: 1,990: 1,298; 90-81.50)

—"Night Fighters" (UA) and "Defiant Ones" (UA) (reissue) (Orpheum), "Crowded Sky." (WB) (moveover). Thin \$16,300. Last week, Orpheum with El Rey, "Elmer Gantry." (UA) (4th wk), "Man of West" (UA) (reissue) (Orpheum) (3d wk), "Ice Palace" (WB) (3d wk), \$7,100. Hollywood, "From the Terrace" (20th), "Operation Amsterdam" (20th) (2d wk), \$5,000. Fox Wilshire, "Ocean's 11" (WB), "Rat Race" (Part (2d wk), \$3,700. Loyola with Iris, "Psycho" (Par (1st wk, Loyola; 5th wk, Iris), "Rat Race" (Part (Loyola) (1st wk), \$7,100. Orpheum, Hollywood, Fox Wil

\$7.100.

State, Pix (UATC-Prin) (2,404;
756; 90-\$1.50—"Beyond Time Barrier" (Ah: and "Date With Death" (Fav) (moveover). Light \$8.600.
Last week, Pix with Downtown, Wiltern, "All Young Men" (Col), "Enemy General" (Col) (1st wk), e27.000

Hillstreet. Baldwin (RKO-Metropolitan-SW-Elect) (2,815; 2.752; 2.344; 1.800; 90-\$2)—"Angel Wore Red" (M-G) (Continued on page 23)

# Estimates for This Week Arcadia (S&S) (536; 99-\$1.80) Psycho" (Par) (13th wk) Fine 9,000. Last week, sam Boyd (SW) (1502; \$1.40-\$2.75) Ben-Hur" (M-C) (43d wk). Trim \$16,000 Last week, \$2.000. Fox (Milgram) (2,000; 99-\$1.80) Biz is dipping with the school-insion season in full force. New\$10,000. K.C. Dips; 'Cannibals' Oke \$7,500, 'Young Men' Fair

Biz is dipping with the school-inaession season in full force. Newcomers, "All the Fine Young Cannibals" at the Paramount and "All
the Young Men" at the Midland,
are moderately good. Holdovers'
hold the spotlight, with "Ocean's
11" at the Roxy in fine fettle and
"From the Terrace" strong at the
Plaza, "Can-Can" at the Brookside is slacking off, as is "Carry On
Nurse" at the Fairway.

Estimates for This Week

#### Estimates for This Week

Estimates for This Week

Brookside (NT) (800; \$1.50 \$2)—
"Cain-Can" (20th) (14th wk). Oke
\$2,000, holds. Last week, \$2,300.
Capri (Durwood) (1,260; \$1.50\$2.50)—"Ben-Hur" (M-G) (34th wk).
Sturdy \$11,000. Last week, \$11,500.
Fairway (NT) (700; \$1)—"Carry
On Nurse" (Gov) (11th wk). Around
\$1,500, nearing end of Last
week, \$1,600.

Kimo (Dickinson) (504: 90-\$1.25)
—"Cranes Are Flying" (WB), (3d
wk). Satisfactory \$1,200. Last week,
\$1,500.

\$1,500.

Midland (Loew) (3,300; 75-\$1)—

"All Young Men? (Col) and "Enemy.

General" (Col). Fairish \$5,000.

Last week, "Angel Wore Red"
(M-G) and "Cage of Evil" (UA)

(2d wk), Light \$4,000.

Paramount (UP) (1,900; 75-\$1)—

(Continued on page 22).

(Continued on page 23)

Bull 1 Cat Villad 2.0

Biz Is dull this round with "Crowded Sky" okay at the Paramount and "Thunder in Carolina" neat at the Lafayette. "One Foot in Hell" is soft at the Century. "Time Machine" is weak in a second Buffalo frame.

Buffalo (Loew) (3,500; 70-\$1.00)

"Time Machine" (M-G) and
"Day Robbed Bank of England"
(M-G) (2d wk) Weak \$6,000 Last
week, \$11,000.

Center (ABPT) (3,000; 70-\$1.25)

"Ocean's 11" (WB) (4th wk).
Potent \$12,000. Last week, under

"Ocean's 11" (WB) (4th wk).
Potent \$12,000. Last week, under \$15,000.
Century (UATC) (2,700; 70-\$1.00)
"One Foot in Hell (20th) and "Operation Amsterdam" (WB). Soft \$7,000. Last week (\$1.25 top) "Let's Make Love" (20th) (3d wk), same. Lafayette (Basil) (3,000; 70-\$1.00)
"Thunder in Carolina" (Indie) and "48 Hours to Live" (Indie). Neat \$7.500. Last week, "Michael Strogoff" (Indie) and "Two-Blondes in His Life" (Indie), \$5,000.
Paramount (ABPT) (3,000; 70-\$1.00)
"Young Jesse James" (WB) and "Young Jesse James" (WB). Oke \$11,000. Last week, "Psycho" (Par) (6th wk:\$1.25 top). under \$10.000.
Teck (Loew) (1,200; \$1,75-2.75)
"Ben-Hur" (M-G) (27th wk). Good \$6.000. Last week, over \$5,000.
Cinema (Martina) (450; 70-\$1.00)
"Come Dance With Me" (Indie) (3d wk). Nice \$2,000. Last week, same.

# 'Usher' Neat 16G,

Philadelphia, Sept. 20.
Holdovers are still strong. "It Started in Naples" is fast in its third round at the Goldman while "Ben-Hur" continues trim for a 43rd frame at the Boyd. Lone new-comer is "House of Usher." big at the Stanton. "Quiet Flows the Don" is nice in a second World stanza.

Estimates for This Week

Goldman (Goldman) (1,200; 99-

\$1.80)— Started in Naples" (Par) (3d wk). Smart \$13,000, Last week.

Midtown (Goldman) (1.000; \$2-\$2.75)—"Can-Can" (20th) (21st wk); Good \$7.500 and holding. Last week \$8,000

Randolph (Goldman) (2,500; 94-\$1,80)—"From Terrace" (20th) (6th wk). Weak \$7,000. Last week,

wk) Weak \$7,000. Last week, \$7,500. Stanley (SW) (2,500; 99-\$1.80)—
"Oceans 11" (WB) (7th wk). Sllck \$12,000. Last week, \$15,000. Stanton (SW) (1,483; 99-\$1.80)—
"House of Usher" (Al). Big \$16.000. Last week, "Elmer Gantry (UA). (7th wk), \$9,000. Studio (Goldberg) (483; 99-\$1.80)—
"Ritual of Love" (Indie) and "Love Specialist" (Indie) (3d wk). Lush \$4,700. Last week, \$5,000. Trans-Lux T-L) (500; 99-\$1.80)—
"Pollyanna" (BV) (11th wk). Fair \$3,500. Last week, \$4,200. Viking (Sley) (1,000; 99-\$1.80)—
"Night Fighters" (UA) (2d wk). Slow \$5,500. Last week, \$7,000. World (R&B)-Pathe) (410; 99-\$1.80)— "Quiet Flows the Don" (UA) (2d wk). Nice \$4,000. Last week, \$5,000.

# UP; 'TIME' 28G

Rousing \$10,000

Whoderate \$11,000,
Buff; 'Carolina' 726
Buffalo, Sept. 20.
2 'Is dull this round with wided Sky" okay at the Parant and "Thunder in Carolina" at the Lafayette. "One Foot iell" is soft at the Century ie Machine" is weak in a see Buffalo frame.

Buffalo frame.

Estimates for This Week iffalo (Loew) (3,500, 70-\$1.00)
Time Machine" (M-G) and Robbed Bank of England") (2d wk). Weak \$6,000, Last c, \$11,000.
There (ABPT) (3,000, 70-\$1.25)
Decan's 11" (WB) (4th wk).
Sition Last week (\$1,25 top) "Let's cell tow" (20th) (3d wk). same drayette (Basil) (3,000; 70-\$1.00)
The Foot in Hell (20th) and ration Amsterdam" (WB). Soft of Loew' (20th) (3d wk). same drayette (Basil) (3,000; 70-\$1.00)
Thurf in Carolina" (Indie) "48 Hours to Live" (Indie) (20th) (Last week, "Psycho" (Par) wk.\$1.25 top) under \$10,000.
Tamount (ABPT) (3,000; 70-\$1.00)
The man (Martina) (\$50, 70-\$1.00)
The matina (\$50, 70-\$1.00)
The mat

\$19,500. Command weeks.

Capitol (Loew) (4,820, \$1.\$2.50)

"Ocean's 11" (WB) (7th wk). The sixth round ended last night (Tues.) with smooth \$26,000 or near after \$33,000 for fifth week. "Hell to Eternity" (AA) is scheduled to follow, but no specific date has been set.

"Hell to Eternity" (AA) is scheduled to follow, but no specific date
has been set.
Criterion (Moss) (1,671; 90-\$2.40)

"Strangers When We Meet"
(Col). (12th-final wk). The last
eight days of 12th-final round endling today (Wed.) is expected to
tally a nice \$14.000 or near. "All
Fine Young Cannibals" (M-G)
opens tomorrow (Thurs.).
DeMille (Reade) (1,658; 90-\$2)—
"Psycho" (Par) (14th wk). This
stanza finishing today (Wed.) is
seen hitting fair \$9,400 or near.
Last week, \$9,000. "Spartacus"
(U) opens hardticket run on Oct. 6.
Palace (RKO) (1,642; 90-\$2.50)—
"Portrait in Black" (U) (9th-final
wk). The eighth week finished last
night (Tues.) with fair \$9,000 or
less - after \$9,000 for previous
round. Continues until Sunday
(25). "Sunrise at Campobello"
(Continued on page 23)

### (Continued on page 23) Estimates Are Net

Film gross estimates as re-ported herewith from the vari-ous key cities, are net; without usual tax. Distri-utors share on net take, when playing percentage, hence th estimated figures are net in-come.

come.

The parenthetic admission prices, however, as indicated, include U. S. amusement tax,

# DONNA DIES, B.O. | Chi Lags, But 'Eternity' Boff \$43,000, 'Flags' Lofty 32G; 'Opera' Hot \$7,400, 'Hat' Smooth \$8,700, 'Gantry' 17G, 5th

Hat' Smooth \$8,700, 'Gantry' 17G, 5th

Young Men' Wow \$10,500,
Seattle, 'Cannibals' 42G
Seattle, 'Cannibals' 42G
Holdovers are in the majority with only three new entries, "All the Young Men" at Collestem, "All the Young Men" at Collestem, "All the Young Men" at Collestem, "All the Young Cannibals" at the Music Box at Carpresso Bongo" at Paramount.

Estimates for This Week
Blue. Mouse (Hamrick) (735; \*15.05-39-"Ben-Hur" (M-G). (33d wk). Good \$10,500. Last week, "One Fool in Hell" (20th) and "Murder Inc." (20th) and "Snemy General" (Col). Big \$10,500. Last week, "One Fool in Hell" (20th) and "Murder Inc." (20th). 3d. wk). Fair \$5,000.

Fifth Avenue (Fox-Evergreen) (1,870; \$1,51.50) — "Let's Make Love" (20th) and "Young Jesse James" (20th) (3d. wk). Fair \$5,000.

Music Box (Hamrick) (850; \$1,51.50) — "Let's Make Love" (20th) and "Young Jesse James" (20th) (3d. wk). Fair \$5,000.

Music Box (Hamrick) (850; \$1,51.50) — "All the Fine Young Cannibals" (M-G). Fair \$4,500. Last week, \$6,100.

Music Box (Hamrick) (850; \$1,51.50) — "All the Fine Young Cannibals" (M-G). Fair \$4,500. Last week, \$6,600.

Paramount. (Fox-Evergreen) (2,500; \$1,51.50) — "Geeans 11" (WB) (5th wk). \$3,900. Last week, \$6,600.

Music Box (Hamrick) (2,200; \$1,51.50) — "Decans 11" (WB) (5th wk). \$3,900. Last week, \$6,600.

Paramount. (Fox-Evergreen) (2,200; \$1,51.50) — "Geeans 11" (WB) (5th wk). \$1,500 — "Geeans 11 Seattle, Sept. 20.

Holdovers are in the majority with only three new entries, "All the Young Men" at Collseum, "All the Young Cannibals" at the Music Box and "Expresso Bongo" at Orpheum. "Ben-Hur" is showing little signs of dipping from its stout biz; "Psycho" is still big at Paramount.

Estimate.

Cleveland. Sept. 20.

"All The Young Men" is throwing the most weight here for newcomers, spelling smart biz for
Hippodrome and a holdover.
State is doing poorly with "Angel
Wore Red." "Crowded Sky" isn't Wore Red." "Crowded Sky" isn't hitting clouds for Palace but is going nicely. "Ocean's 11" stacks up strongly at Allen on fourth week, as one of house's best gross-ers this season.

Estimates for This Week

Allen (SW) (\$1-\$1.50)—"Ocean's 11" (WB) (4th wk). Excellent \$15,-000 after \$19,000 and staying an-

Continental Art (Art Theatre Guild) (950; \$1.25) — "Holiday Island" (Indie), Good \$2,600, Last week, "Come Dance With Me" (Indie) (5th.wk), \$1,500.

### 'Young Men' Fat \$15,000, Det.; 'Rosemary' Same, 'Sexy' Lukewarm 14G

Detroit, Sept. 20.

Fairly strong new product plus stout holdovers add up to another good downtown grossing situation. "Rosemary" looks fancy at the Fox. "All Young Men" shapes slick at the Adams. "Fast and Sexy" is lukewarm at the Broadway-Capitol. Meanwhile, "Psycho" stays sock in eighth week at the Palms.

Guild) (950; \$1.25) — "Holiday Island" (Indie) (500d \$2.800 Last week, "Come Dance With Me" (Indie) (5th.wk), \$1.500.

Heights Art (Art Theatre Guild) (950; \$1.25—"Sons and Lovers' (20th) (3d wk). Surprisingly steady and satisfying \$4,000 after \$5,000 last week.

Hippodrome (Eastern Hipp) (3,700; 50c.\$1.25)—"All The Young Men" (Coh. Whopping \$20,000.
Last week, "House of Usher" (Al), \$15,000.

Ohio (Loew's) (2,700; \$1.\$2.75)—"Ben-Hur" (M-G) (34th wk). Better than okay at \$7,300 after \$7,000 last week, "Let's Make Love" (20th), \$6,500.

Palace (Silk & Helpern) (3,750; \$1.\$2.5)—"Crowded Sky" (WB). Pleasing \$9,500. Last week, "Murder Inc." (20th), \$6,500.

State (Loew's) (2,700; \$5.\$1.25)—"Angel Wore 'Red" (M-G). Very mild \$8,000 Last week, "Murder Inc." (20th), \$6,500.

State (Loew's) (2,700; \$5.\$1.25)—"Angel Wore 'Red" (M-G). Very mild \$8,000 Last week, "Murder Inc." (20th), \$6,500.

State (Loew's) (2,700; \$5.\$1.25)—"Angel Wore 'Red" (M-G). Very mild \$8,000 Last week, "Murder Inc." (20th), \$6,500.

State (Loew's) (2,700; \$5.\$1.25)—"Angel Wore 'Red" (M-G). Very mild \$8,000 Last week, "Murder Inc." (20th), \$6,500.

State (Loew's) (2,700; \$5.\$1.25)—"Angel Wore 'Red" (M-G). Very mild \$8,000 Last week, \$1,000. Last week, \$20,000.

Stillman (Loew's) (2,700; \$1.\$25-\$1.49)—"Psycho" (Par) (Rth wk). Big \$10,000 Last week, \$11,000. Stilliman (Loew's) (2,700; \$1.25-\$1.49)—"Fast and Sexy" (Col) and "Nights of Lucretia Borgia" (Continued on page 23)

# More Yank Singers Work in Germany Than U.S.; 100 Fulltime Opera Houses

Frankfurt, Sept. 13.

If you want to trill an aria for your supper, you had better learn to chirp it in German than in any other lingo these days.

With 100 German-language fulltime opera houses in Europe— Germany (86), Switzerland (7) and Austria (7)—about 350 American opera singers are employed full season as singers in these three countries—considerably more than can find operatic work in the

The Heidelberg City Opera re-certly did "Carmen" with four Americans singing the leading roles; wife of an American Army colonel is employed as a singer at the Cologne City Theatre, and the Frankfurt Grosses Haus has six fulltime American singers on its payroll currently—barttone Learnerd Wolverki tener Gerald its payroll currently baritone Leonard Wolvoski, tenor Gerald McKee, lyric soprano Sylvia Stallman, basso Frederick Guthrie, lyric tenor Gaesare Cruzi, and lyric soprano Claire Watson. They are just a few of the 110 Americans employed the year-round as singers in German opera companies

singers in German opanies.

In Germany, there are about 5,000 opera singers regularly employed as leads in the various opera houses plus a chorus of 25,000—pit that against the U.S. where only about 500 singers can work regularly, and you'll see the atrong appeal of singing for your German supper of bratwurst and beer.

Part of the tremendous upswing of opera interest in Germany is due to the country's booming economic status, which ranks it as No. 1 in Europe. The thriving com-No. 1 in Europe. The innuing communities are now supporting more theatres than at any time since the end of World War II, with an ingrease from about 50' fulltime opera houses to the current 86.

opera houses to the current 86.
Most of these houses are reestablished in cities that supported opera houses before the
war. Some are recent combinations. Heidelberg and Ludwigshalen, for instance, have combined
their theatre and opera productions, so that the same repertoire
companies alternate in each town
and the cities have an enlarged
budget.

and the clues have an enlarged budget.

Almost any town of over 10.000 in West Germany now supports a theatre that offers ballet, opera, plays and operetta, with financing from the city, from the state—and active support from the people.

Sharp Contrast To U.S.

Contrast that (as the American singers have to) with the U.S., a country three times as large as Germany, that fails to support the Metropolitan Opera, that has some a race opportunities for young singers at the N.Y. City Center, that in other towns like San Francisco or Chicago has an opera seathat in other towns like San Francisco or Chicago has an opera season of not more than two months, plus brief and often financial flop opera festivals in other fowns. A singer who has to sing for a living can only afford to do it in Germany, or in one of the other German-lingo countries today.

A typical young American singer in Germany, Gerald McKee, from Kansas City, explained it this way: As a specialist in heavy Wagnerian roles, he managed to get an audition with Kurt Adler, corps director in San Francisco, and received the word "You have a fine voice—go somewhere and get some

voice—go somewhere and get some experience."

voice—go somewhere and get some experience."

It's impossible to get the experience in America, he explained, with the lack of interest in opera and the short music seasons, so like many Americans he headed for Italy to study—and like most Americans, was disappointed at the lack of opportunity there.

"Only one foreigner in hundreds gets started in Italy—against one in every three who gets started in Germany." McKee said, An unknown singer is usually asked to contribute about 100.000 lire (\$150) just to perform in an opera along with one big star—being informed by the Italian agent that the money will go for handbils, posters and adventising that are usually not provided. In two years study in Milan, McKee, for instance, sang in only two professional performances.

Lined up with one of the good agents in Germany, he was hired for two years in Heidelberg, then

worked at Flensburg and Regens-burg for a year each, and has just signed a two-year contract with the Frankfurt City Opera.

the Frankfurt City Opera.

Beaucoup Experience

"Where else in the world could you get this kind of experience today?" McKee notes. In his four years here, he's sung 45 "Othellos," 23 "Don Carlos," 27 times in "Carmen," 14 each in "Samson and Deillah" and "Arladne" and 12 "Tannhausers," plus 38 performances of "Fledermaus" and 38 of "Tiefland."

"You couldn't duplicate that in

"You couldn't duplicate that in a lifetime of singing in the States," McKee says.

An opera singer has to be serious—and good—to succeed in Germany, and an American who squeaks on the high notes won't. get more than an audition today. The smaller German theatres pay their fulltime singers from 600 to 800 marks (\$150 to \$200) a month for working 11 months a year and doing 70 to 100 performances. As a singer becomes better known, the singer becomes better known, the pay goes up to as much as \$500 a performance for a guest appearance—the same pay a fairly well-known singer could command for a rare appearance at the Met. Festivals in Europe pay even better—Salzburg, Bayreuth and Vienna add to a singer's stature, and bank account, bremendously.

Good Agents
Germany has four excellent,

and bank account fremendously.

Good Agents

Germany has four excellent, agencies, Balhauser in Munich, Pasch in Duesseldorf, Mohr in Frankfurt and Selo in Berlin, and a singer who would be ignored in the States can be sure of getting a hearing in Germany. Generally, ar American is urged to "learn half a dozen arias in German" and then study the lingo intensively when he's pacted by a company. He can count on working II months a year under most contracts, with the German's shortest season in a small town like Hof, where the opera goes on for just six months.

It's almost impossible to get an ardition in the States, and here, it's customary for a singer—or his agent—to write an opera house listing the date he'll be in that town, and telling what his specialty is. The opera house confirms the date—and the singer shows up for his audition, Generally the opera house pays at least one way for his trip, and sometimes for the foll trip. Even without an agent to negotiate, he gets the chance to try out.

negotiate, he gets the chance to try out.

"It's no longer so easy to get hired as a foreigner." McKee noted, "You have to be a little better than a German competing for the same opera house."

In America it's easier to study for the opera—but in Germany it's easier to wangle the actual job

for the opera—but in Germany it's easier to wangle the actual job. It's nearly impossible for a singer to work at another job in Germany and study at night, the Americans agreed, and generally only Germans of the richer professional families have the opportunity to study for grand opera, since those of the lower classes usually start working at the age of 14. So Amer-(Continued on page 11)

### Mexico Denies Tint TV Imminent: 3 to 4 Years Away, Claims Inventor

Mexico City, Sept. 20.
Guillermo Gonzalez Camarena,
Mexican television pioneer and inventor, has publicly denied that
color transmissions will begin over
local facilities early next year.
This in refutation of earlier reports which alleged that color in
Mexico was just around the corner.

Color television in the republic will not be possible for the next three or four years, Camarena said. He stated that "inexact" reports of imminence of color may have been based on his experiments presented at the 1959 NAB Convention in Chicago.

Chicago.

In Chicago Camarena presented a color syster which could be captured by ordinary black and white receivers, without any complicated adaptation. But Camarena said that while this system has been confirmed in principle, he needs some years to perfect it. However, be did admit the possibility of use of color in spot commercials.

# See Stiffer Italo **Censorship With** Ponti Film's Ban

Italian censorship authorities this week denied a release permit to Titanus-Carlo Ponti producthe tion, "I Dolci Inganni" (Sweet Deception), directed by Alberto Lattuada. Producers have entered an appeal.

Move is felt a prelude of increased restrictions in local censorship, and is also the first drastic one under the new Fanfani government and the Entertainment Ministry of Alberto Folchi. Pre-vious Minister, Tupint, had warned of due restrictions in a much-criticized speech not long before his replacement when the government changed hands.

"Inganni," which at one time was titled "Nymphette," is said to deal with the first amorous adventures of a sixteener. Local pundit ascribes of a sixteener. Local pundit ascribes the censorship action to the recent Venice hassle over the same producer's. "Rocco and His Brohters," which some people claim lost the first prize at the fest because of government disapproval of some of its content. Titanus topper Goffredo Lombardo's refusal of Venice prize and subsequent fighting words on behalf of his film are felt to have helped along the censor's hostility against. "Inganni."

Coproducer Carlo Ponti meanwhile has just seen his Frenchmade "Le Petit Soldat" (The Little Soldier) nized in toto by the French authorities and can consequently,

Soldier) hixed in toto by the French authorities and can consequently, pending appeal, not even be shown in France. Another Italo-made in trouble with censor is "Una Glornata Balorda" (A Strange Day") (Paul Graetz), directed by Mauro Bolognini.

# **American Ballet in USSR**

Somewhat contradictory reports from Moscow leave uncertain just how the American Ballet Theatre troupe of Lucia Chase scored, On the opening night (Sept. 13) "Rodeo" was interpreted as both "amusing" and "puzzling" the Russians.

However the sellout premiere performance was apparently respectable click on total points, Maria Tallchief and Erik Bruhn in "Black Swan" were closer to the ballet buffs taste and understand

Ballet Theatre will spend six weeks in the USSR. The Moscow house, the Stanislavsky, saw the American ambassador, the Soviet Culture Minister and Ulanova, retired queen of the Bolshoi, present

There is marked curiosity among the Russian pros of ballet and the other performing arts to view the visiting group.

# 'Get in Touch With the Dutch' New Tourist Pitch; Amsterdam Very Hot

Amsterdam, Sept. 13.

Amsterdam is off on a terrific tourist kick, with promotions to prove that it offers just as much entertainment—highbrow or real, real low—as any other European city. Aim of the costly campaign is to lure some of the loaded American tourists who generally tend to stick to the Rome-Paris-London beat, to get the GI trade away from the favorite "leave" citles for American servicemen stationed in U. S. Stele of entry fer—alout the from the tayorite leave cities for American servicemen: stationed in Europe, Paris and Copenhagen, and last but not least, to urge home folks to forget that "we hate the Germans" because currently the Germans represent the travelingest and richest European land.

est and richest European land.

Amsterdam is pointing out through its campaign, sloganed "Get in touch with the Dutch," that it has the rough, rowdy, lusty night life that's just right for some visitors, while on the other hand it offers good clean low-priced family fun, like trips through its colorful canals, and a look at the National Museum which houses Rembrandt and many of the other greats. greats.

The Amsterdam Tourist Bureau (V.V.V. which stands for something completely unpronounceable, even in Dutch) has hired a hep Ameriin Dutch) has hired a nep American girl, formerly with an American newspaper in Europe, Kay Horkan, to head up U. S. department
to lure the American press, and
thus the readers of their papers,
to find out that "Amsterdam is more fun and frolic than ever be fore."

It's sending its director, J. N. Strijkers, to America in October to contact tourist agencies because, as most European countries have found, many U. S. agencies just most European countries have found, many U. S. agencies just don't know enough about hotel and restaurant accommodations, special alriline and rail package deals on the Continent. The V.V.V. financed by the town's Chamber of Commerce, biggest advertisers, and municipality, is kicking \$125,000 into the campaign—a high budget for a city tourist bureau in Europe—to let folks find out what a real Dutch treat Amsterdam is.

Offering barrel organs, bicyclists, raw herrings and even rawer night life, cheap but potent Dutch gin, Indonesian food and exotic girls who have drifted from all over the world to this colorful seaport, jazz cellars and even an American language variety revue, the town is busting its seams with pride at what it has to show.

KLM, the Royal Dutch Airlines, has cut in on the promotion with a special "two-day pass" deal for about \$32 that includes flight from Frankfurt to Amsterdam and back overnight and breakfast, canal trip, five streetcar tickets around the eity.

five streetcar tickets around the

Night Life Wild

city.

Night Life Wild

The night life is really wild and is slanted for every kind of budget. Lowest on the price bracket and really offbeat is the wide-open seaman's quarter, where pubs with titles like Cafe Zanzibar, Salon Mexico, Cafe San Francisco are out for the international business.

One of the most popular is dubbed with the name of the middle-aged femme who operates it, agirl graduate of the Dutch navy named Bet van Bieren. Gimmick of this joint is that any time a fellow can't foot the bill, he leaves an article of his apparel instead. And the ceiling is richly hung with socks, undershirts, neckties and shirts.

Americans tend to take their entertainment

Americans tend to take their entertainment around the Rembrandt Square, looks like Christmas all year around, since the giant poplar trees are strung with Christmas tree lights, and clubs like for a holdover run.

Le jazz hot and le beer cold is the specialty of the nearby Lucky Star, where the young crowd hangs out. And vying for the late late show crowd are three clubs that have special permits to stay open until 4 a.m. (while the others Casino; Blue Note and Femina keen the night owls go!

Most of the clubs now follow tha

Most of the clubs now follow the U. S. style of entry fee—about two bits to buy your way in—and drinks are from 75c up, except for the local Dutch gin which usually goes for a quarter a shot.

goes for a quarter a shot.

The city's loaded with revenues, too, and the tourist can go to the Jewish cabaret (many Jews escaping from Germany and Austria settled here and the Jewish variety is excellent); the students' revue which is extremely professional; and the only English-language revue on the Continent, "Going Many Dutch," produced by a young American pair, Jack & Jill Lardis; and the clubs themselves provide many variety shows often with American acts on tap.

Restaurants are just as interna-

American acts on tap.

Restaurants are just as international as the clubs, with the IndoChinese 35-course meal a favorite,
and Swiss, Italian. Jewish, Frach,
German and Yugoslav cateries plus
"American snack, bars", that feature runny malted milks and overdone hamburgers.

The raw even herring sold for

ture runny matted milks and overdone hamburgers.

The raw green herring, sold for 5c each, at the street venders' stands, is a sure cure for a hangover, say the addicts. But it takes a strong stomach to face up to the chunks, of raw fish, toothpicked and dunked in chopped onions.

The Dutch are taught German and English along with their own lingo, and are exceptionally, polite to visitors who get lost in the confusion of 400 bridges and 50 canals, Incidentally, so many autos fall into the wide-open canals that the city fire, brigade charges a flat \$10 fee for fishing em out.

Wide-Open Town

The grile trade is very wide-open, with the streets near the seaman's quarters lined with availables, and the more expensive variety are now following the Germanintroduced mode of soliciting th business from luxury autos.

business from luxury autos.

Biggest lure for the American trade is that today 95% of the first class hotels hav rooms with bath, and plans are underway to increase the number of sleeping accommodations from the present 9.200 to about 11.700.

Part of the city's hid for interpre-

accommodations from the present 9.200 to about 11.700.
Part of the city's bid for International trade is the next R.A.L building 400.000 square feet to be finished next February for a grand opening with the International Auto Exhibit. And another \$60,000,000 is a-building congress halls, show rooms and other facilities—and inevitably, of course, a Hilton Hotel is under construction.
The promotion is turning out results. While only 5.400 Americanscame to Amsterdam in the dreary postwar year of 1946, 116,000 U. S. visitors sneezed away 251,000 nights in the town last year.
One warning given all the visitors, though—with a population of 900,000 and 425,000 hicycles, there are only two kinds of Amsterdam pedestrians—the quick and the dead.

#### Hawaiians Go 'Psycho'

Honolulu, Sept. 20.
"Psycho" (Par') is boffo in Hono-lulu too. Afred Hitchcock day-and-dated for two weeks at three Royal circuit theatres, including a drive-

# Mexico Won't Tolerate 'Defamatory' Sequences, Film Chief Warns H'wood

foreign producers making "desper-ate efforts" to obtain lifting of Film Bureau bans against certain

Film sureau sense.

Ferretts icily added that he will not be intimidated, that he will follow the law to the letter, that "vicious criticism" of his policy in the foreign trade press will be a no avail.

Reports that Robert J. Corkery, MPEA v.p., had intervened with the Film Bureau, attempting to come to an arrangement in regard come to an arrangement in regard to "severe censorship of scripts of American films made in Mexico," were denied by Ferretis. He said that Corkery has only initiated talks with regard to the American delegation which will attend this years World Review of Film Festivals, including Eric Johnston who has been present at two prior events.

# MEX NO GUSTA MORE RIVALS

# Breakdown of Rank Cos.' Profit

Following are the trading profits, including dividends and interest, of the companies within the Rank group. Figures in parenthesis show the results for the previous year.

Rank Organization Ltd., \$19,853,506 (\$17,063,270). Free bonus issue of one "A" ordinary share for every 10 ordinary or "A" ordinary shares held. Dividend 15% (10%).

Gaumont British Ltd., \$9,865,802 (\$8,787,248). Dividend 171/2%

Rank Television and General Trust Ltd., \$2,262,162 (\$2,044,064). Dividend 21/2% (121/2%).

Odeon Properties Ltd., \$2,713,737 (\$2,908,721).

Odeon Associated Theatres Ltd., \$1,870,604 (\$1,918,378).

Provincial Cinematograph Theatres Ltd., \$3,742,466 (\$1,278,505). Dividend 87.5% (65%).

General Theatre Corp. Ltd., \$770,100 (\$680,864). Dividend 96.15% (Nil).

Rank Cintel Ltd., \$2,929,234 (\$2,986,054). Dividend 30% (30%).

# **Rank Org Shuttering More Theatres** As U.K. Attendance Continues to Drop

London, Sept. 20.
Paid admissions at picture theatres in the United Kingdom are likely to drop below 500,000,000 in the current calendar year and "the floor is not in sight." That is the considered view of John Davis, deputy chairman and managing director of the Rank Organization, which he expressed at a press conference introducing his group's ammual report.

ference introducing in the last four years the During the last four years the Rank group has closed 125 theatres, 19 in the last financial year and, said Davis, more shutterings arthurated. The group is

and, said Davis, more shutterings could be anticipated. The group is now operating 457 U.K. theatres compared with 472 last year and 494 in the previous year.

The Rank aide frankly admitted that the decline in attendance was particularly disappointing in view of the favorable conditions pertaining in the current year. Business during the summer months, had only been three or four percent up during the summer months had only been three or four percent up on the previous year. But whereas this summer had been cold and wet, the previous year had been fine and sunny.

Davis' Warning

Harking back to the rationaliza-tion plan which the group put into effect two or three years' back, Davis said that but for that course Davis said that but for that course of action, the trading result would have been much less satisfactory. He emphasized, however, that unless the decline admissions was arrested, the benefit of the abolition of admission tax would be exhausted within 12 months. A profit breakdown shows that exhibition in the U.K. earned for the group \$3.361,600 and exhibition overseas earned a further \$1.288,000.

The report also reveals that the

so.381.800 and exhibition overseasearned a further \$1.288,000.

The report also reveals that the impany made a profit of \$607,600 on production and distribution against a loss of \$2.450,000 the previous year. Report notes that in view of the continued decline in attendances throughout the world. fewer films were being produced by the group but these had a wider international appeal, and \$3% of the company's film revenue came from overseas markets.

In the last financial year, the Rank group was associated with nine fully financed films plus a further 18 in which part of the financing was offered. Davis added at his press conference, that pro-

financing was offered. Davis added at his press conference, that production would remain at about the same level. The Rank group is also continuing to be active in the videpic field. Following "Interpol Calling," it had just completed a pilot of "Ghost Squad." Other projects also are on the slate.

U.S. Still Untapped
Although conceding that substantial sums had been paid and were accruing as a result of distribution deals in the U.S. the report contains this comment on the
U.S. market. "Unfortunately in relation to the potential of the market, we still have a long way to go
before we are able to express real satisfaction."

Davis, in elaborating this sec-

the time being.

Outside the strictly motion ple-ture operation, the group is con-

ture operation, the group is con-tinuing its diversification program, though is diversification program, though many of its recently inaugurated ventures are still in the development stage. The com-pany's 37% holding in Southern TV-has netted a first dividend of

pany's 31% holding in Southern TV has netted a first dividend of over \$500,000, and longterm investments are being made in commercial radio and toll-tv.

A further 10 bowling alleys are expected to be launched during the current financial year, and the company anticipates opening about 20 altogether within the next two or three years. Profits of its 23 ballrooms and 21 dance studies are "up to expectations" and as a more recent development, the group has entered the retail field with a number of shops selling and renting radio and television receivers, refrigerators, and other domestic appliances.

# **British Dicker** With Italians

London, Sept. 20.

Next month's meeting between the British and Italian film industries has been switched from Rome to Milan, as ANICA reps will be attending the biannual trade fair in that city. The sessions, expected to last for about two days, are aimed at negotiating a new Anglo-Italian agreement, to replace the existing pact which expires at the end of October.

end of October.

The new agreement, like the one now coming to the end of its span, is expected to run for four-teen months, and successive pacts will then run for the calendar year.

win then full fur the calendar year.

Britain will be repped by the toppers of the Federation of British Film Producers Assn.

It is known that Britain will demand more visas than the 21 granted under Clause 2 of the existing pact, notwithstanding the fact that Clause 1 provides for a reciprocity arrangement which about doubles the total. It is fell that there are at least 50 British pix annually which would justify export to Italy, and could stand the strain of the \$3,000 dubbing license fee imposed under Clause 2.

#### Joint Robin Int'l

Although conceding that substantial sums had been paid and were accruing as a result of distribution deals in the U.S. the report contains this comment on the U.S. market. "Unfortunately in relation to the potential of the market, we still have a long way to go before we are able to express real satisfaction."

Davis, in elaborating this section of the report, confirmed that there would be a continuation of the deal made last year with 20th-Fox whereby the Hollywood major.

# FEATURE MART

Mexico City, Sept. 20.

Mexico City, Sept. 20.
Oft-mentioned, seldom-kn own fledgling Puerto Rican film industry is interested in doing a coproduction with Mexico. Damian Rosas, San Juan advertising executive, is currently talking with Ramon Pereda about doing a musical type film, financed chiefly with Puerto. Rican capital, and using Mexican and Puerto Rican talent.

Rosas, has talked to National

Rosas has talked to National Assn. of Actors, indicating an in-terest to sign up Maria An-tonicta Pons and Dagoherto Rod-riguez as leads. He has also talked with union representatives to hire technical personnel and produc-tion-crew.

with union representatives to and production-crew.

While information about script is vague, plan is to shoot pleture in Mexico and Puerto Rico.

Industry circles here look with mixed feelings on entry of Puerto Rico into ranks of production. Generally it is felt that there is far too much activity in the Spanish language field as it is.

Apart from Puerto Rico, which has made two films so far, there are the plans to build up an industry in Cuba, with this added to Mexican, Argentine and Spanish production. On a lesser scale there is Venezuelan and Colombian production, and persistent rumors have it that a movie industry will come into being in Central America. This latter to be a collaborative arrangement involving most of the Central American republics.

All this activity is making com

of the Central American republics, All this activity is making com-petition very keen and local pro-ducers, beset by censorship, higher production costs and union prob-lems, are not too happy about these developments.

#### Yanks in Reich

Continued from page 10

ica produces more trained singers—with no jobs available at home.
Many of the Americans singing in Germany hope eventually to go to the States for "that big part" at the Met—until they become highly successful in Germany. When they're earning \$500 for a German performance, they can't afford to return to the States for one shot at a top role.

Housing and food are considerably cheaper in Germany, and a singer who's earning \$150 monthly can get by much more comfortably than he could double that dough hack home. Plus which, some of the smaller cities' opera houses offer apartments along with the job. The biggest and most favored opera houses, like Munich, Hamburg, Berlin, Frankfurt and Duesseldorf, offer better salaries and considerable prestige to their singers.

and considerable prestige to their singers.

Most fantastic prestige, the singers agree, is a good role at the Wagner Festival in Bayreuth. "Even if you get a bad criticism," one commented, "you're sure to get a few good years' salary somewhere else after that."

Big difference in the opera in Germany and that in the States is that it's supported by the people here. "It's part of their education to learn to love the theatre. A person with culture learns to sit still in a performance and not to learn to love the theatre. A person with culture learns to sit still in a performance and not fidget," one American singer explained. Tickets generally range from 50e to \$2.50 or \$3.50 tops, a price that everyone can afford to pay, and in Germany, it's customary for everyone to visit the opera. Special performances are arranged for children, of such light operas as "Hansel and Gretel" and "Zar and Zimmerman," and there are also as many as 40 Christmas and New Year's matinees for the children, of bright operettas, that induce the children to learn to know and enjoy the music.

For an American opera singer, Germany is the last refuge to exercise a well-trained voice, and get paid for it.

# CROWDED LATIN 'New Wave' Prod.'s Film on Algerian Crisis Stirs Fresh Censorship Issue

**BRITISH UNIONS VOTE** TO HELP SHOW BIZ

TO HELP SHOW BIZ

London, Sept. 20.

A motion that Britain's labor unions ought to participate more actively in "the direct promotion and encouragement of plays, films, music, literature, and other forms of expression" and urging a probe to secure same was carried last week at the Trades Union Congress meeting at Douglas, Isle of Man. TUC is the annual big affair of the unions here.

Raiph Bond, of the Assn of Cinematograph, Television and Allied Technicians moved the resolution. Replying to a point raised in debate, Bond said that at this stage no money was being sought from the union movement but an examination of new ideas and "a whole new approach to the cultural position."

# French Filmgoers Dip, Statistics Say

Paris, Sept. 20.
According to Centre Du Cluema statistics, filmgoing for the first part of 1960 was 4.1% under 1959 and 5.2% under the second semester of '59. A stopgap price hike has raised receipts 3%, but this is an artificial stimulant at best and it has reached its peak.
Yet there is a glimmer of hope in these figures since filmgoing is falling at a lesser rate than previously. But the big problem here is still getting people past the turnstiles.
The attendance recession led to

turnstiles. The attendance recession led to the loss of 41,000,000 spectators between 1957 and 1953, 19,000,000 between '58 and '59, and the box-office will probably lose 18,900,000 this year. That means '78,000,000 people who have stopped going to pix since '57 which is an alarming symptom.

ing symptom.
It is felt that immediate govern-

It is felt that immediate governmental tax relief is needed to shore up the situation until a sounder attendance average is achieved or even approached.

CNC also listed film preference with French entries taking 50% of the total for the second part of 1960, Yank pix had 29.8%, British 6.05%, West German 4.92%, Italian 4.18%, Russians .82% and others 3.3%.

French films got 52.23% of the

others 3.3%.

French films got 52.23% of the total gross and the Americans 28.66%. The Paris region was still the most important b.o. center followed by the keys of Bordeaux. Lille, Lyon, Marseille, Nancy and Strasbourg.

### Churubusco Studio Now 100% Mex Govi.-Owned

Mexico City, Sept. 13.
The Film Bank turned over
\$1,120,000 to minority shareholders of Churubusco Studio, headed \$1.120,000 to minority shareholders of Churubusco Studio, headed by general manager Cesar Santos Galindo, last week. This makes the studio property, largest in Mexico, with 12 sound stages, now 100%-federally owned. Federico Heuer, president of the Film Bank, is head of the new Churubusco board, which also includes Eduardo Garduno, former Film Bank head and now Assistant Secretary of the Treasury. Cesar Santos Galindo, also a board member, remains on as nominal manager of studios. Other board members include Julian Diaz Arias, Assistant Secretary of Industry and Commerce; Carlos Quintana, Jose Saenz Arroyo, Daniel J. Bello, with latter a Bank of Mexico director. Significant fact about the new board is that most members are also on the board of the Film Bank Comment in the industry is that the government got the studio installations for a song—a total cash layout of \$3,200,000.

The first film censorship incl-

dent of the season is a decision by the Commission De Control, the governmental org, not to allow either local or foreign showing of "waver" Jean-Luc Godard's new pic, "Le Petit Soldat."

Minister of Information Louis
Terrenoire, in approving the CDC's
ban, said the nix was justified because parts of the film showed the
French position in Algeria as
"lacking any ideal while the cause
of rebellion was exalted." He also
took exception to prolonged scenes
of torture.

or torture.
Godard also made "Breathless,"
with Jean Seberg, about a young
American girl's affair with a petty
French hoodlum. It was forbidden
for those under 18, but emerged a
bit and won fest kudos in Berlin.
Irvin Shapiro's Films-Around-TheWorld has it for the U.S.

#### Swiss Locale

Swiss Locale
Godard's new film is about a pacifistic Frenchman who goes to Switzerland where he gets mixed up with reps of the Algerian rebel group, the FLN, and counter French groups probably repping Algerian French people and acting unofficially. Latter group wants him to kill a reporter detrimental to their cause. But he refuses, and is later picked up and tortured by the FLN.

Complicating the counter of the counter of

the FLN..

Complicating the matter is that the pic is a French-Swiss coproduction. Godard made the film there with a local company with French coproduction undertaken by Georges De Beauregard. Actually the film could be sold abroad on its Swiss side and only forbiden in France and Franch torridary. den in France and French terri-tories. But the local producer could possibly get his license suspended, though this looks remote.

Godard maintains that in spite of the subject his pic is an adventure opus like a western or resistance film. But he wanted to talk of the FLN and counter-terrorists which are everyday fodder in the newspapers.

#### Censorship's Effect

He says he primarily desired to make a pic on brainwashing and how a man is made to do something he does not want to do. He points out that growing censorship in all spheres of expression have young directors too conscious of it and thus avoid vital issues.

Godard thinks censorship is get-ting somewhat out of hand in France and must be faced up to. He does not feel that films are losing out to video as an informa-tion force and that censors treat film-goers as idiots at times by not allowing them to see on the screen what they can easily read about.

Producer De Beauregard has told the trade press here that he thinks the political aspects of Godard's film are imposed by the actuality of life today, and it only has the objective of the search for liberty, a favorite film theme for 15 years.

Last year at this time a skedded preem of Roger Vadim's "Les Liaisions Dangereuses 1960" was called off while bluepencillers saw the pic. It was finally allowed local distrib but not export. This slick tale of an immoral couple who get their comeuppance, turned out to be the top grosser of the year.

#### REOPEN NORTH PARK, BUFF Buffalo, Sept

Buffalo, Sept. 20.

North Park Theatre, which has been dark since relinquished by Loew's two years ago, will be reopened October 1 by Louis Levich, former manager of Schine's Granada here. North Park, one of the oldest nabes in the Buffalo area, was flagship of the Shea-Par string of community houses for many years.

Proposed policy of new manage-ment reported to be art scures and weekend programs judged suitable for child viewers by church authorities.

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JOAN

RICHARD

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THE WIZARD BAGHDAD DICK SHAWN BAKER COE BARRY

CINEMASCOPE COLOR by DE LUXE

III pre-sell in the Journey eng Lost West



Yule Want Them

## **Hollywood Production Pulse**

#### ALLIED ARTISTS Starts, This Year This Date, Last Year......6

AMERICAN INT'L

#### This Date, Last Year.....3

"MASTER OF THE WORLD"
(American, International Piets.)
Prod.—James H. Nicholson
Exce. Prod.—Jamuel Z. Arkoff
Dir.—William Witney
Vincent Prov. Winder
Vincent Prov. Waster
ham. Vitto Scott, Wally Campo.
Richmond Harrison
(Started Sept. 9)

#### COLUMBIA

"THE GUNS OF NAVARONE" chroad Prods.)
ooting in London)
rod.—Carl Forenia
rod.—Carl Forenia
soc. Prods.—Cerli Ford, Leon Becker,
soc. Prods.—Cerli Ford, Leon Becker,
rod.—Carl Forenia
Culin.—Sianley Baker, Anthony
Quisyle, James D rren. Gia Scala.
Irene Pappas, Alloert Lieven, Walter
Gotell, Percy Herbert, Alan CurbBortson, Michael Trubshaw, James
Roded Feb.
Verseller, St. ANDER

"Started Feb. 8:
MYSTERION: ISLAND"
American Film Prods.)
Shooting in Spain
Pro.—Charles H. Schneer
Pro.—Charles H. Schneer
Michael Craig Joan Greenwood Michael
Callam, Gary Merrill, Beth Rogan,
Herbert Lom, Dan Jackson, Percy
Herbert, Nigel Green
Started June 20).

Statted June 20).

RAISIN IN THE
tooling, in Chicagol
tools, The Chicagol
Jin-Daniel Petrie.
Jin-Daniel Petrie.
Jin-Daniel Petrie.
Jiney Potiter, Claudia McNeil, Ruby
Joe, Diana Sands Ivan, Dixon, Louis
Gossett, John Eleller, Stephen Perry,
Statted, July 8.

Statted, July 8.

(Started July 6)
"THE GREENAGE SUMMER"
(I'.K.L. Picts)
(Shooting in France)
Prod.—Victor Secille
Dir.—Lewis Githert
Kenneth Moore Dani
Susangah Yorke
(arted Aug. 22)

### WALT DISNEY Starts, This Year . . . . 2 This Date, Last Year . . . . 5

Assoc. Prod. — Gorge Golltzin Dir.—David, Swift Hayley Mills. Maureen O'Hara, Brian Reith, Johnna Bornes, Una Merkel (Started July 19)

#### Starts, This Year...... This Date, Last Year ..... 14

RING OF FIRE?
Andrew & Virginia St
Shooting.in Oregon:
Pro-Dir.—Andrew, Stone
Pro-Dir.—Andrew, Stone
David Janssen: Joyce Taylor, Frank
Gorshin, Jimmy Johnson, Joel Marston
(Started Sept. 7)

#### PARAMOUNT Starts, This Year......11 This Date, Last Year . . . . . . . 9

"THE COUNTERFEIT TRAITOR"
(Perlberg-Seaton Prods.)
(Shooting in Hamburg, Ger
Prod.—William Perlberg
Dip.—George Seaton
William: Holden; Lills
Griffith
(Started June 7)

20th CENTURY-FOX Starts, This Year .......16 This Date, Last Year ......16

"SANCTUARY".
Darryl F. Zanuck Prod.)
Prod.—Richard Zanuck
Dir.—Tony Richardson.
Lee Remick. Yves Wontand.
Bradford Dillman. Rela Shaw
(Statted July 28)

(Started July 28)
FLAMING STAR"
Prod.—David Weisbart
Dir.—Doa's Siegel
Elvis Presley, Johnes Bel in Steve
Forest, John McIntire, Riddolph
Acosta, Barb'ra S. eele, Douglas Dick,
Ann Sevinour, Richyrd Jaeckel, Tom
Resea, Carl Swenson
(Started Aug. 19)

MISTY"
Prod.—Robert Radnit
Dir.—James B. Clark
David Ladd. rthur

## UNITED ARTISTS

Starts, This Year.....16 This Date, Last Year.....10

THE MISFITS"
Seven Arts for UA)
Shooling at Rep.
Taylor
Dir.—John Huston
Clark Gable, Marllyn Monroe, Montgomery Clift, Thelma Ritter, Eli Wallach, Kevin McCarthy, Estell WinWood, James Barton
(Started July 18) "SOMETHING WILD"
Prometheus Prods. for UA)

Shooting in N.Y.)
Prod.—George Justin
Dir.—Jack Garfein
Carroll Baker, Ralph Meeker, Mildred
Dunnock, Charles Watts
(Started July 25)

(Started July 25)

(WEST SIDE STORY)

(Minisch Picts, Seven arts for UA)

Dir.—Robert Wise, Jerome Robbins

Natalie Wood, Richard Beymer, Russ

Tamblyn, Rita Moreno, George Chakirjs

Tamblyn, and Kiris Kiris Kiris (Aug. 8)
The Fedoublus Friest (Friest Conduction Friest Friest Conduction Friest Friest Conduction Friest Friest Conduction Friest F

(Started "FOLLOW THAT MAN"

(Epiney Prods. for UA)

(Shooting in London)

Prod.—Charles Leeds

Dir.—Jerome Epstein

Sydney Chaplin, Dawn Addans

(Started Aug.

#### UNIVERSAL Starts, This Year .........10

This Date, Last Year......5

"THE SECRET WAYS"
(Heath Prod.) Jeath Prod.) Mooting in Vienna) Prod.—Richtrd Wi Assoc. Prod.—Eurn. Dir.—Phil Karlson Richard Widmark: Sonja Zielmann, Wal-ter, Rilla. Charles Reznier, Howard Vernon, Senta Berger, Helmuth

Richard Walmane Sonja Zielmann, Walter Rilla, Charles Reziier, Howard Vernon. Senta Berger, Helmuth Janaisch (Starled Aug. 1)

THE 5TH MAN".

THE 5TH MAN".

THE 6TH MAN".

THE 7TH MAN THE 7TH MAN THE 7TH MAN THE PROJECT MAN THE PROJECT MAN THE 7TH MAN THE 7T

## WARNER BROS.

#### INDEPENDENT

"KING OF KINGS".
Samuel Bronston Prods.)
(Shooting in Spanin and Dir.—Nicholas Bay Jeff Hunter: Robert Ryan, Slobhan McKenna. Viveca Lindfors. Rita Cam, Caimen Seville, Jacelyn Brando, Harry Guardino. Rig Thring, Ron Randell (Started May D'ATLAS".
Shooting in Greece)
Prod.—Roger Coman Dir.—Boger Coman.
Brank Worlf., Shirley Falls, Walter Maslow, Simon Qakland (Started Aug. 17)

## Coproduction

Continued from page 3 =

the best features In the national agreements made by each country. On Anglo-French coproduction, on Angio-French coproduction, for example, technicians and craftsmen would be paid on the British scale if that were the highest of the two, or would work French hours if that were the lowest of the two.

It is this insistence on the highest common factor operating at all times that has the continental filmmakers worried. They fear that if their own studio workers get the taste of higher pay and or shorter hours, they may not be content to resume on the basis of their earlier agreements and would agitate for improved conditions. The argument has particular validity as in most cases British technicians enjoy better terms than most of the European unions. It is this insistence on the high-

enjoy better terms than most of the European unions.

While the British Film Producers Assn. and the Federation of British Film Makers are desperately trying to save the situati, the unions are concentrating on winning the support of their European colleagues. Recently, a British labor delegation visited Rome for confede with the Labor unions. confabs with the Italian unions, and towards the end of the month are going to Paris to talk the matter over with the French unions.

If the deadlock cannot be broken within the industry, it is almost certain the Board of Trade will be asked to interced, and use its good offices to give coproduction a chance to get off the ground. In any event, it's now certain that the first joint project cannot get started this year, and it may take, the best part of another 12 months before agreement can be reached.

# Importers, Unaided By MPAA, Project Challenge of Atlanta's City Censor

# 'PSYCHO' FOR 11 DAYS

Minneapolis, Sept. 20.
All of 11 of the local neighborhood subsequent-run in the earliest clearance slot, 28 days, have grabbed "Psycho" (Par) and are playing it day and date for a minimum: 11 days.

Picture departed from its loop five-week firstrun here still doing smash business: 11 broke local five-week boxoffice records.

smash business. It broke local five-week boxoffice records.

Figured originally to play only two weeks firstrum downtown; "Psycho" was supposed to go into the neighborhood houses Labor Day week, but this had to be changed when it proved a h.o. blockbuster downtown. However, these subsequent-run theatres are getting it 21 days after it finished its downtown run, but still a fort-night later than anticipated.

### **Olympiad**

Continued from page 2 =

writer set; and other simple things which will permit the journalistic gents to get on with their work rather than interview themselves on how badly they've been isolated, treated and mistreated.

treated and mistreated.

The current worry is Japan, a nation notoriously adept at copying in detail. The Nippon Olympic committee was in with double-thick camera lenses and speciacles taking photos and notes all over the place. While Japan is a much more press-minded nation and will the place. While Japan is a much more press-minded nation, and will be Orientally conscious of "face" before the world in 1964 in Tokyo, there is a hope among the hundreds of newshawks that the Land of the Rising Sun will emulate more, of neighbor. Australia's tactics than those of Rome.

or the Mising Sun will emulate more of neighbor. Australia's tactics than those of Rome. Japan's NHK-TV deal with 20 hours of the Rome games has another four-vear-off implication in

of the Rising Sun will emulate more of a heighbor. Australia's tactics than those of Rome.

Japan's NHK-TV deal with 20 hours of the Rome games has another four-year-off implication in that Italy, after all those Olympic subjection, believes it will be, hot news at the next quadrennial ning, too. For NHK's 20 hours, Italy, got the rights to a reciprocal consideration for the Jap staging of the Olympics in 1964.

If Gil Stratton and Bud Palmer are in the act again for CBS-TV. former will at least have somebody his own size to fight with in Japan. He couldn't wave his arms high enough or fast enough to outgesture the Italian cops when he had to run, but Palmer's full basketball altitude let him walk over most of the brawn and bureaucracy in Rome as if he couldn't see them. Palmer, in Japan, will be in a country where most people can just about see in his pants pocket.

With all the carping about Rome and there was considerable—the general experience of the incomers was pleasant. They saw enough drama and surprises, and saw and heard the "Star Spangled Banner" become No. 1 on the main stadium hit parade.

In addition to that, they mob of scalpers get stuck with itickets which were going at 25-50°-off on "day of" (every day but Uz.) opening ceremony. To the sports faithful who often see it the other way, this was a sweet kicker too. Philatelists had a field day the stadium (23) and pick up additional allure for the collectors with that imprint. The most used stamp dealers in Rome who specialize in commemoratives have been doing a heavy business lelling sets at around \$1.25. These go into the cancellation machines at the stadium (23) and pick up additional allure for the collectors with that imprint. The most used stamp probably was the specialize in commemoratives that imprint the members but not have provided the principal memoratives with that imprint. The most used is the other provided the principal memorative in the fact the provided the principal memorative in the provided the principal memorative in the prov

years.

Philatelists noted San Marino had only 11 team members but had put out 14 Olympic commemorative stamps. Said Chicago Dally News John Carichae: "They may not scare anybody in the 100 meters, but they'll cause a helluva-run on the postoffice."

## 11 SUBSEQUENTS TAKE | Charlotte Censorship Try Fails as Exhib Acquitted; Harry Golden a Witness

City Recorder's Court Judge Are at the long which has been retained at the operator of a charge of violating the state's obscenity law by Showing a film about a nudist colony.

Thus, Charlotte's first effort at motion pictures censorship in many years failed.

many years failed.

The trial of Robert Schrader operator of the Visulite Theatre, resulted from the outcry from some organizations and citizens about the pic, "For Members Only," a British film which shows scenes within a nudist colony. It had played for two weeks before the charges were brought. Judge Arbuckle heard the case! without a jury.

Harry Golden, best-selling au-thor and editor, in testifying for the defense asserted:

the defense asserteu:
"The principle involved in this case is more important than the picture, it is more important than Robert Schrader."

Robert Schrader."

Golden declared that he had seen the film and "The testimony I heard here from the prosecution's witnesses were the only obscenities I have seen in connection with this picture..."

Mrs. Henry Swanzey testified for the prosecution that "I was repulsed" by the movie which the Charlotte Women's Club had asked her to view. But her daughter, Mrs. Charlene Swanzey Whisnant, a housewife and teacher, testified for the defense that the movie "was honest educational."

Theatre operator Schrader put

Theatre operator Schrader put the film in question back on the screen last week.

value and mean considerably less to the boxoffice."

Of course, concedes Burke, it's a question whether divorcement's abolition would find film companies wishing to get back into the business, exhibiting and again outside the principay metropolises under the changed conditions which exist today. But if they did, he believes, it would mean greater Hollywood production and more of a supply of "important" pictures to care for the theatres they'd have outside of those in the largest cities. And this would make the independent theatres happy and put them in a more secure position, he says.

The small-town exhibitor is suffering, too, from the fact that a number of pictures meant and expected to be "important" prove to be otherwise, Burke points out.

Distributors of America expects to decide within the next two weeks on exact procedure it will follow in its fight against the Atlanta censor board. Playing an important part in that decision will be attorney Morris Abram, of the Atlanta law firm of Heyman, Abram & Young which has been retained by IPIDA to push the long-delayed fight.

approximately \$7,500 for the Atlanta seige, with a little more than a third of that amount already pledged by group's members on an equal-share basis. Because of this, group now feels confident that it will be able to carry on against the Atlanta board without the assistance of the Motion Picture Assn. of America.

It's no sepret that LEDA avecage.

It's no segret that IFIDA execs feel the MPAA is shirking its responsibilities in not joining the Atlanta action, since board has turned down at least two pictures received Production

turned down at least two pictures which had received Production Code Administration seals of approval.

Up for decision now is the manner in which IFIDA will press its fight. Group could "open cold" one of the pix banned by the board, and proceed to appeal the action when police authorities step in. It's felt by some exces that a film such as "Room at The Top," which won an Oscar for star Simone Signoret, would be a good choice for this type of procedure, since pic has already received critical as well as b.o. acclaim in other parts of the country. "Room," howeyer, does not have a PCA seal, though it got a B (objectionable in part for all) rating from the Legion of Decency (instead of being condemned).

Another procedure would be to appeal the banning of a pic which.

demned).

Another procedure would be to appeal the banning of a pic which has both PCA seal and a high LOD rating. "Case of Dr. Laurent," which was "separately classfied" by the Legion, has a PCA seal.

#### Cinerama

Continued from page 4 =

cluding Reisini, Paul A. Porter, John H. Hartley, Wentworth D. Fling, and Marshall A. Jacobs. Porter, former chairman of the Feteral Communications Commission,

ter, former chairman of the Feberal Communications Commission, is a member of the Washington law firm of Arnold, Fostas & Porter. He is a new nominee, replacing L. Byron Cherry, forner exec vp., who resigned as a director on Oct. 10, 1959.

Reeves Detached
Hazard Reeves, who founded the company and was its longtime president, appears to have severed all ties with the firm to devote full time. to his Reeves Soundcraft Corp. On May 20, 1960, Reeves Soundcraft sold Reisini, 350,000 shares of Cinerama Inc. at \$4 a share. The closing price on the date of the purchase was \$3,625. Prior to the sale, Reeves Soundcraft cowned 453,441 shares. The purchase agreement provided for a down payment of \$300,000 and for the balance of the purchase price of \$1,400,000 to be paid in luxfallments over a period of three years.

The shares were sold to Reisini subject to the terms and conditions of a loan agreement between

subject to the terms and conditions of a loan agreement between Soundcraft and the Prudential Insurance Co. By terms of the loan agreement, the shares of stock were pledged with Prudential assecurity for repayment of a loan due from Soundcraft. A modificaque from Soundcratt. A moninca-tion of the loan agreement on May 9, 1960, saw Prudential agree to re-lease the shares of stock required to be delivered under Reisini's deal upon receipt of 20% of the pro-ceeds of each payment received by Soundcraft. Until delivery to Reisini under his nurchase deal.



# a remarkable success of the

Milan Trade Fair

Results of the "First Spring Cinemeeting":
411 films shown, among which 206 full-length and 205 long and short documentary films - 28 Countries participating - Qualified business operators from 5 Continents - Very active business deals - International exchange and co-production agreements.

Film producers and dealers in the film-branch are cordially invited to the "2nd Cinemeeting" organized by the International Milan Trade Fair from

October 10th to 20th, 1960

Address any request to:

MIFED - Fiera di Milano

Largo Domodossola 1 - Milano (Italy)

#### Cantinflas Too Classy For Mexican Fans But '80 Days' Prespects Big

Wednesday, September 21, 1960

Mexico City, Sept. 20.

Giving predominant billing to Cantinflas (Mario Moreno) as the star of the CinemaScone version of the late Mike Todd's "Around the World in 80 Days," smutaneously released in five first-run theatres, picture did a brisk over \$80,000 gross in its first week.

\$80,000 gross in its first week.

Industry observers are predicting that film will break exhibition and boxoffice records, with talk of a million dollar gross frequent.

However, there is a division of opinion about the picture itself. A good segment of Mexican fans, used to seeing their beloved Cantindas in his traditional low-slung, baggy trousers and sweat shirt, and his interpretation of an underdog character, were taken abock by his meacoft, hulmage and

shirt, and his interpretation of an underdog character, were taken aback by his peacock plumage and "high fashion" (for him) attire in the American film.

There are those her who mourn the passing of a "great national comic" who has been "seduced" by Hollywood gold and become "just another more or less competent film comic." This opinion is reflected in comments of film critics of daily press and magazines, as well as Mexican fans.

of film critics of using present agazines, as well as Mexican fans.

Heated discussions also label picture as "a super-duper churro" (quickie) in CinemaScope and color" and "disappointment." Most of his violent reaction is traccable to fact that Mexicans will have to get accustomed to seeing their raggedy dress Cantinflas as a fashion plate.

There are champions of the local boy who made good, however. This group hews to the line that Cantinflas is funny, no matter how he is dressed, and that he is bringing laurels to Mexico by his appearance in Hollywood epics.

#### ATLANTA'S CENTRAL IN SPRUCE: TO 'INHERIT

Atlanta, Sept. 20.

Central Theatre, downtown sec-ond-run house owned & operated by Independent Theaters of Geor-gia Inc. is undergoing, \$25,000 face-lift and renovation prior to going

first-run.

Central is located in downtown, which recently lost a first-run outlet when 40-year-old Paramount (nee Howard) was sold by Wilby-Kincey. Corp., which also operates Fox and Roxy Theatres here. Paramount is being torn down and a 13-story office building will arise on its site, which fronts on famed Peachtree Street and is just across alley from Loew's Grand Theatre.

Peachtree Street and is just across alley from Loew's Grand Theatre, Bob Moscow, general manager of Independent Theaters, plans to show product formerly seen in Paramount after enlarging lobby, rebuilding proscenium arch, putting in new carpeting, repainting whole house and installing new equip. and installing new equip-

ment:
Central dates back to vaudeville
days, having started in life as the
Vaudette and was the home of
tab shows. Name later was changed
to Center and became Central after being refurbished some eight years

being refurbished some eight years ago.

Out in East Point, small municipality adjoining Atlanta, old Fair-fax Theatre, a landmark, has been torn down and real estate will become parking lot for branch bank of one of Atlanta's big financial institutions. At one time East Point had three theatres. East Point and Russell, in addition to Fairfax. Old East Point was destroyed by fire and Russell, which was dark at time, was renamed East Point and continues as only house left of three Mrs. V. M. King is manager of this house and has been since 1948. It is o&o by Georgia Theatre, Co., operators of a chain of houses throughout state.

# Not 'Art' But 'Significant' Films

- Antioch College Panel Blueprints New Ways to Bring Intelligent Films and Intelligent Filmgoers Into Contact

What may well turn out to be a momentous departure in the whole picture of film distributi and exhibition in the United States was discussed over a period of four days (7-11) by an intraindustry panel of film distributors, exhibitors, critics and film makers at Antioch College in Yellow Springs, Ohio, last week. Sponsored by the College Springs, Ohio, last week Sponsored by the College in cooperation with the Art Theatre Guild, the conference was financed by a parallel public film exposition consisting of five significant films not previously seen in the area. Admissions were used to pay trip to Ohio for panel members, including Dan Frankel (Zenith Int'l, repping IFI.D.A.), Lou Sher and Ed Shuman (Art Theatre Guild), Denis Sanders (LA) & Shirley Clarke (NY) (film directors), critics 'Arthur Knight (Saturday Review, Colin Young (Film Quarterly) and Robert Hughes, and this writer, representing the American Federation of Film Societies, Basic resolutions included the possibility of the establishment of an "American Film Institute" to coordinate the activities of all factors concerned with the expansion of exhibition opportunities for significant films, both foreign and domestic, features and shorts, and in both commercial and non-commercial situations.

#### New Groups

New Groups

Conference was the outgrowth of widespread feeling in the industry that a basic change of situation has occurred, necessitating a basic change in policies and attitudes. Increased audience demand for so-phisticated product and the success of the foreign film, juxtaposed to the decrease in attendances for standard product were factors in the planning of the Conference. Latter was sparkplugged by Clark Crites of Yellow Springs within the framework of the Antioch-Yellow Springs Festival, and will be repeated over Memorial Day weekend of 1961. A working group with "branches" on both coasts will be formulating concrete action plans for that meetings.

It was found that the exhibition picture of the significant film, predominantly foreign so far, has changed materially over the past five years, with the number of theatres operating under exclusive "art" policies reaching close to 400, with an additional, approximately equal number of theatres operating under a "switch" policy of mixing Hollywood product with art films. Term "art films," incidentally, was disdained by panel members being too limiting, and no inclusive term has been established. "Significant films" is used here to indicate films of fairly high creative standard, films basically able to involve the viewer beyond the point of mere entertainment. It was found that the exhibition picture of the

#### 'Advanced Policies'

Advanced Policies'

Types of film exhibition were discussed, based on calculated figure of an approximate availability of half a million seats daily in the 800 theatres now employing advanced policies. Difference between "audience exploitation" and "audience building" provided key to future discussions, with methods of presentation, choice of films, personal approach of theatre manager, relations to local press and social groups, and long list of other items providing base for the establishment of a particular theatre's "character," which make patrons return to see each film presented. It was felt strongly that currently-utilized method of short-range publicity based on sensational aspects may bring in an audience once, but does not elicit the frust in the manager's taste which makes for repeat customers. Important aspect of audience building was felt to be audience preparation, or the advance dissemination of reliable information concerning a film's content and significance, through public information channels. It was felt that local reviewers and art-page editors would welcome, for example feature material lending itself to the lusion. cerning a film's content and significance, through public information channels. It was felt that local reviewers and art-page editors would welcome, for example, feature material lending itself to inclusion in local papers on other than hard-sell basis. Possibility of inexpensive program-notes to be handed out (or sold for 5c) to patrons was also discussed, and popularity of this policy recently established at New York's New Yorker Theatre was cited as example. It was felt that in order to build an audience which will not tire of moviegoing after a certain age level, like a change of hobbies, it is necessary to let them "do part of the work." in other words involve them in a movie-going experience as juxtaposed to attendance. This has long been recognized by top-name film makers both here and abroad (with stress on latter), but entrenched idea of "entertainment at all costs" has kept many growing minds from considering the films as matter for serious consideration in mature years.

#### 'New' Audience-Already

1948. It is ode by Georgia Theatre. Co., operators of a chain of houses throughout state.

Col Films' Pepe' Trailer

For Internal & Exhib Use

Columbia, more trailer-conscious than perhaps ever before in its history, has produced a short promotional pic for showing only to its own personnel and exhibitors. It's titled "Pepe Presents George Sidney" and has George Sidney an

Among specific distrib-exhib problems discussed vere items such as the dubbing of foreign films, the cooperation with the local film society, the relation to the publicity outlets, the financial policies of the major distributors vis-a-vis the small house, and many other daily worries of the man who finds himself with an art theatre not by design but be-cause he has found that it is the best way to retain revenues in an about-to-be-shuttered operation.

#### As To Dubbing

As To Dubbing

It was felt that dubbing is unavoidable, although aesthetically inferior to sub-titling, simply because dubbed films will average 300 more bookings than sub-titled versions. It was therefore felt to be of prime importance that great attention be paid to dubbing methods, in order to retain as much of original work's quality as possible.

Detrimental aspect of distributor resistance to short bookings and insistence on "dredge runs" was pointed out by exhibitor who was willing to attempt a method of bicycling single print of a neglected non-mass-appeal film among advanced-policy theatres in a single region, playing one-night stands, thus obtaining maximum revenue through minimum expense. It was felt that if each theatre in such a chain would establish one night a week for specialized films, patrons would return weekly irrespective of title, because they would know that the film had special appent and would not be re-screened.

Basic similarity of such a policy to the film society

Basic similarity of such a policy to the film society attuation was pointed out, opening way for possible creation of "theatrical film societies," where patrons, for a nominal membership fee of 25c, could creation of "theatrical film societies," where patrons, for a nominal membership fee of 25c, could feel themselves part of a select "tastemaking group" or "previewing audience." while still paying single-admissions on nights of screenings. (These to be available to "members" only): This method of presentation, it was felt, could also bridge the censorship problem where it still exists, inasmuch as "membership screenings" would not be subject to control. In fact, this angle could well turn into a recruiting aspect. It was felt that distributor reluctance to cooperate in such projects could be overcome by long-range success of this plan. In many instances, especially in Canada, the local film societies have been asked by theatre owners to help establish such a policy, and have done so successfully. This group of enthusiastic filmgoers provides in each community a nucleus of hard-core, inadvertent, publicity agents and actual labor, and should be the first group alerted by theatres in local campaigns. Basically, the goals of both are the same, and the breaking-down of the differences between "commercial" and "non-commercial" exhibition has been going on for some time.

An Exhibitor Union?

#### An Exhibitor Union'?

The contributions of organizations such as TOA towards the development of exhibitor awareness to the possibilities of the significant films were cited, and the possibility of the establishment of an ex-hibitor union was discussed. Such a group would have as its aims

(1) the dissemination of information about sig-nificant films and their availability consisting of information-in-depth and not facts alone, so that alert managers could obtain true feeling for scope of products:

of products;

(2) an indoctrination campaign and assistance-kits
for newly established advanced-policy theatres, including information about how to start a new policy
in a theatre contemplating a switch, co-relating
seminars-on-paper with practical hints for local
breagntfulner.

presentation;
(3) the establishment of regional screening weekends for theatre managers and chain bookers to enable them to preview films they may wish to book, which would not only allow them to gauge possibilities of specific films in relation to their established audiences, but also enable them to know what they are talking about in pre-selling the pictures to the local press and public before the runs;

(4) the study and research of trends in audience-demands, cceptance-levels, censorship problems, presentation developments, etc. etc., to be circulated through trend bulletins, enabling managers to be ahead of public requirements; (5) to coordinate the fight against censorship;

(5) to coordinate the fight against censorship;
(6) the planned attempt to increase the number of advance-policy theatres thru campaigns and the publication in the trade press of results of successful operations. Eventually such an organization could encompass the distributors of significant and foreign films, and the film societies themselves, and could function on a non-profit basis somewhat along the lines of the British and Canadian Film Institutes.

lines of the British and Canadian Film Institutes. It was felt that with such an organization at work many films not now made available here because of distributors' doubts could be made available, especially a large number of European material of high caliber but bare of traditionally "exploitable" elements. Suggestion was made that AFI could grow out of existing Federation of Film Societies and some monetary support was discussed for a yearlong research caucus to ascertain demand for such an organization and the services it could perform. It was felt strongly that industry support would be forthcoming as soon as practicability of AFI was clear.

(Complete transcript of the Yellow Springs Conference will be available soon. It is suggested that interested parties contact the writer, Gideon Bachann, at 3951 Gouverneur Avenue. NYC 63, for further information—Ed.)

#### \*\*\*\*\*\*\* Exhibs Relieved As Football Telecasts Fail to Dent Grosses

London, Sept. 20.

London, Sept. 20.

Although exhibitors were concerned at the possible effect of live Saturday night professional football telecasts via the commercial network on the boxoffice, the first event appears to have made a negligible impact. In many cases, admittedly takings were down slightly, but most theatre owners were sufficiently realistic to attribute this to the first fine weekend for many months and not to to tootball.

The exhibiting industry was rather startled by the front page banner headline story in the News of the World which, almost in Varietr, style, said, "tv soccer kicks the flicks for six." The Sunday sheet's story quoted a few instances where takings had dropped, and particularly referred to the situation in Bolton, home of one of the two teams appearing in the telecast.

The major circuits, however,

of the two teams appearing in the telecast.

The major circuits, however, and most of the more important independent theatre groups, are agreed that any dip in receipts could be explained away by a variety of factors and not just tv. The weather was one attributable cause, and the current attraction was another.

cause, and the current attraction was another.
Theatres, for example, that were playing strong entries such as "Psycho," reported better business than for the corresponding Saturday in the previous year. Others with frankly weak films, showed a decline, but would almost certainly have done so whether or not there had been a football game on the commercial network.

#### RAZE BUOU, OLDEST THEATRE IN MPLS.

Minneapolis, Sept. 20. The Bijou, oldest of all remaining theatres here, will be razed as part of a lower loop development

project.

At one time, the 1,200-seat show-house was the home of pop-priced touring legit attractions. Those were the pre-film days when melo-dramas in the flesh prospered. The late Jacob Litt operated it then.

In recent years and up to the present it has been a low admission film theatre in the last clearance slot.

#### Metro's Midwest Test For 'Damned,' With TV

Cincinnati, Sept. 20.

Cincinnati, Sept. 20.

Metro has selected Crosley Broadcasting's four-city tw web for an exploitation te-in of a test areassturation campaign on "Village of the Dammed," pegged for late October. Groundwork for the 100-theatre premiere in Ohio, Indiana, Kentucky and West Virginia kicked off over the weekend at a luncheon gathering here of exhibitors with Robert H. Mochrie, Metro sales chief. Terry Turner, exploiteer, Robert E. Dunville, Crosley Broadcasting Corp. president, and John T. Murphy, vice president in Cincy, Columbus, Dayton and Indianapolis.

Turner. labeling this area "the greatest theatre testing territory in the country," recounted his part in a campaign 17 years ago on "Hit-ler's Children" keyed to Crosley's 50.000-watt WLW. He said the IKO film, with a production cost of \$169.000, grossed \$4,000,000. He and Dunville set up that area campaign.

Lou Marks, Metro's central division manager, of Detroit, and Russell Gaus, Cincy manager, greeted the exhibs.

#### Reelect Parker

St. Louis, Sept. 20.

St. Louis, Sept. 20.

Ray Parker has been reelected as president of the Missouri-Illinois Theatre Owners, an affiliate of Theatre Owners of America.

A two-day convention of the unithere last week re-named the entire slate of officers. Tommy James continues as chairman of the board; Wesley Bloomer as vice-president; Carson Rodgers, Philip Manos and John Meinardi as regional vice-presidents; James Damos as treasurer; Jimmy James as secretary; and F. Peter Gloriod as sergeant-at-arms.

PRODUCED by JULES BORKON

# **GRAND PRIX 1960** OF THE

# EIIES

(DIALOGUE DES CARMELITES)

Directed by R. L. BRUCKBERGER and PHILIPPE AGOSTINI

#### WITH

Jeanne Moreau

Alida Valli

Pascale Audrey

Madeleine Renaud

Pierre Brasseur

Jean-Louis Barrault

"for the profundity and universality of its theme expressed in a visual language accessible to all..."

Contact: CHAMPS-ELYSEES PRODUCTIONS 33 CHAMPS-ELYSEES, PARIS

Cable: CHELYPROD PARIS

#### New York Sound Track

Mexico's director Rogelio A. Gonzalez labeled the majority of Hollywood's big name stars as "big bluffs," possessing little, if any talent. There are but a handful of directors, too, who can be considered as making "authentic contributions to the film art," he said. In a sweeping statement, he did not actually name anybody.

Looks like any minute now for Four Star Productions (Dick Powell, Charles Boyer, David Niven, Tom McDermott) to go on a public ownership basis. Stock issue is designed to provide more capitalization for an expanded program. Watch for more indie television companies to do ditto. Also Screen Gems very likely will go public shortly, but with the majority stock retained by present parent Columbia Pictures.

The row involving Columbia and National Screen Service is not a "feud" as such, states Herman Robbins. The NSS board chairman acknowledges. "business differences," but emphasizes that he and Col president. Abe Schneider are continuing a longtime personal friendship and, indeed, they still work together on the Will Rogers Memorial Hermital.

Hospital.

Charlie Einfeld, 20th-Fox veepee, became a grandfather for the sixth time last Wednesday (14) when his daughter Linda, wife of John B. Hirsch of Chicago gave birth to daughter Dina Elizabeth... Producer Darryl Zanuck and star Juliette Greco winged back to Paris last week Ed Harrison's British "new wave" import, "Another Sky," written and directed by Gavin Lambert, has been booked into the Bleecker Street Cinema for its American preem this fall ... 20th publicist Mike Selsman left Friday (16) for an "unprecedented" (his first vacation-business trip to the Coast AIP producer-Herman Cohen has coined still another film process word, SpectaMation, which he says has been used on his upcoming "Konga". . 20th's Martin Goldblatt says his name really is Martin and not Marvin as reported in last week's Soundtrack and L. A. to N. Y. listing. He should know.

in last week's Soundtrack and L. A. to N. Y. listing. He should know.

Among personalities, expected to accompany 20th prexy Spyros P.

Skouras to Moscow next month, for opening of "All About Eve," are

Dean Stockwell and wife Millie Perkins, even though professional

relations between Miss Perkins and 20th are not absolutely smooth

since she refused to do "Tess". Friedrich Duerrenmatt's "It Hap
pened in Broad Daylight" (which he later novelized as "The Pledge")

will open at the Baronet here following "Psycho." Continental Dis
tributing is handling the import throughout the U. S.

Hanny Kester and Market with the Missister of Medicary

pened in Broad Daylight" (which he later novelized as "The Pledge") will open at the Baronet here following "Syscho." Continental Distributing is handling the import throughout the U.S.

Henry Koster snagged direction stint on U's picturization of Rodgers & Hammerstein's "Flower Drum Song." produced by Ross Hunfer.
Canadian opera singer Teresa Stratus with Robert Ryan in API's "Royal Canadian Mounties" for 20th-Fox release. Spencer Tracy. announced as withdrawn from cast of Columbia Pictures" The Devil at 4 O'Clock" because of time commitment, is back in cast and on location in Hawaii . Efram Zimbalist Jr., pack with Warner Bros. renegotiated, changing to non-exclusive and with additional four years tacked onto three years remaining on his original pact.

Steve Morris of United Artists record department engaged to Marlene Kraus. He's the son of Larry Morris, v.p. of B. S. Moss Theatres, ... DeMille Theatre has placed tickets on sale at the boxoffice for the reserved seat engagement of "Spartacus." Advance sale covers the first 20 weeks; orders beyond that time are being taken by mail . David Golding returned to the Coast following a week of campaign planning with United Artists for Parkwood Enterprises "The Facts of Life," Bob Hope-Lucille Ball starrer.

Lee Steiner, N. Y. legal representative for Titanus of Italy, is huddling with the major film companies on a coproduction deal for "The Leopard," the best-seller by Giuseppe di Lampedusa . Robert H. O'Brien. Metro's financial v.p., at the studio for a week . . K. Rosenstock, with United Artists in Israel, is exiting the company shortly ... Variety Club of N. Y. is sponsoring a special evening at Yonkers Racewar on Oct. 3 for the benefit of the Bill Corum Fund to support play-grounds for disabled children . Meli Mercourl, Greek star of "Never on Sunday," in N. Y. for the premiere of the Hya Lopert release. Otto Preminger back from London where he completed the sound-mixing and music recording phase of "Exodus". Metro completed two films in London—"Invasion Quart

polece on the values of provocative novels to the filmmakers. Ware Harris, Paramounit's tradepress contact, off for two weeks in London, Paris and Rome.

Bothors Hart signed by Metro. Barbara Rosenbloom, security analyst specializing in the amusement industry, has left the Wall String of the Amusement industry, has left the Wall String of the Amusement industry, has left the Wall String of the Amusement industry, has left the Wall String of the Amusement stocks . "Magic Boy," the full-joint in the String of the Wall of the Wall

## Faith in Nixed Tale Costs Joan Crawford \$30,561; Not Deductible

Los Angeles, Sept. 20.

U. S. Tax Court has denied Joan Crawford's plea for a \$30,561 tax deduction, based on a motion pleture property, "The Teacher's Story," she acquired from Warner Bros. in 1950 for this amount and which has he properly the tind to

Bros. In 1950 for this amount and which she unsuccessfully tried to sell to six other major studios with herself starred.

WB, according to actress, bought story for her in 1948, but subsequently shelved when it decided that it wasn't a good role for her. To U.S. Attorney Karl M. Samuelson's query why, then, did she buy pic after WB refused to produce it, Miss Crawford stated. "I believed in it. I thought it would make a great picture.

great picture.
"My agents presented it to several studios, but because it was a character part they also said it was not good boxoffice for me. They said it was a good story, but not for me."

for me."

Actress put in a claim for tax deduction in 1953 after it became apparent she wouldn't be able to play the role, but this was disallowed by U. S. Internal Revenue

#### General Drive-In Opens Its 1st N.E. Bowling Alley

Medford, Mass., Sept. 20. As part of its diversification and As part of its diversincation and expansion program, General Drive-In Corp., headed by Philip Smith, has opened the first of 15 proposed bowling centers in the New England area. Known as Holiday Lanes, the new center is located at the Fellsway Shopping Center

General Drive-In has earmarked General Drive-in has earmarked a \$10,000,000 building program in the bowling field. It has so far closed a \$3,500,000 deal with the Brunswick Corp. to equip 264 bowling lanes in eight New Englandsofts.

ing lanes in eight New England-spots.

At the same time, General Drive-In has launched a theatre building program, its aim being the construction of 10 hardtops at shopping centers in various parts of the country.

#### U's Guild Deals

Continued from page 3 =

running four years instead of the

running four years instead on moriginal three.

Stüdio's reasoning in exercising its option with actors after deciding not to do so with writers apparently stems from a difference between the terms it originally negotiated with SAG and WGA. With the actors, company would have to make a 5% payment into a health-pension-welfare plan whether it exercised the favored nations clause or not. With the

whether it exercised the favored nations clause or not. With the writers, U escaped the 5% pension-health-welfare payment by sticking to its original deal.

By taking advantage of what it obviously considers more favorable terms bargained between SAG and AMPP, producer drops the 8% (after deduction) payment on post-48s. On theatrical pix made after Jan. 31, 1960, and released to television, U would have paid 7% (after deductions), compared with the 6% it will now pay.

The original deal with SAG was signed March 1, thus enabling

# Canada's Immigration Service Balks Weber's Import of British Crew

TOA's Nabe: ZOA

Hollywood, Sept. 20, Several Theatre Owners of America delegates found them-

America delegates found themselves in the wrong pew opening day of their convention at Ambassador Hotel.

Also convening day-date in adjoining rooms, and with registration, booths side-by-side, was Zionist Organization of

# Spain Renewal To **Occupy Johnston**

Either Eric Johnston, prexy of the Motion Pleture Export Assn., or Griffith Johnson, MPEA veep, or perhaps both, will go to Spain sometime early next month to carry on negotiations for a new Spanish film pact. Current pact which expires Oct. 31, however, could be automatically renewed unless one side or the other indicates pact should be terminated. Although there have been no negotiations since the resignation of Frank Gervasi, MPEA's director for the Mediverranean area, talks had been more or less stalemated earlier over a question of right of allocation of the Spanish import licenses. Current agreement provides a total of 80 licenses with 40 allocated by MPEA and the rest by Spanish authorities. MPEA wants right to control all the-licenses, plus an additional eight which presumably be availible to U.S. indies. which presumably be available to U.S. indies. Although Gervasi, whose head-

Attnough Gervast, whose head-quarters were in Rome, was on-the-spot negotiator, Griffith John-son also participated in some of the talks earlier this summer while attending the San Sebastian (Spain) film fest.

#### ROSE'S ANTITRUSTER VS. EIGHT MAJORS

Michael Rose Productions form-Michael Rose Productions, form-er operator of the Holiday Theatre (new Forum) on Broadway, has filed a treble damages antitrust suit against the eight major film companies in N. Y. Federal Court. The suit, which does not ask for

The suit, which does not ask for a specific amount of damages, charges the company was forced to relinquish the theatre in November, 1956, because of a failure to obtain produst due to an alleged conspiracy of the eight film companies. The theatre is now operated by B. S. Moss Theatres.

Michael Rose Productions had ori inally filed a suit against the majors in 1954, but it was dis-missed on a technicality. The Court of Appeals, however, re-turned the case to the Federal Court.

Despite his threat to import British technicians to film a 20th-Fox feature in Canada, Herman Weber, producer, has agreed to hire Canadians for all technical jobs, following protests here of the International Alliance of Theatrical Stage Employees and the Moving Picture Operators unions, plus their appeal to the Federal immigration department.

(Untitled film stars Robert Ryan and deals with the Mounties and the war-like Sloux who followed Sitting Bull into Canada after the Custer massacre.)

Sitting Bull into Canada after the Custer massacre.)

Immigration spokesmen said that Weber would not be allowed to bring in people from Britain if competent Canadians are available; claimed that Canadian technicians had worked on several feature-length productions, including a Walt Disney film just last year. Spearing the IATSE attack was Morris Jackson-Samuels, Toronto, when latter was asked by Weber to head the Canadian technical setup—with Weber balking at the IATSE salary demands.

Producer still has to okay the hiring of a Canadian script girl at \$225 a week and a make-up artist at \$276 a week, with the unions claiming they have experienced applicants available.

Canadian members of IATSE were heartened by the immigration department's support. Said one IATSE spokesman: "Two months ago, 'Sunrise at Campbobello' was shot. In the Maritimes and the studio brought in the whole shebang. I guess we didn't know we could have stopped them."

#### Hitchcock

= Continued from page 1 =

Continued from page 1
000. The stake would have been
higher had it not been for the deferment. But, still, it's regarded as an inexpensive "A" in the
present Jush-budget era.
On the basis of returns so far.
"Psycho" appears a cinch to hit
\$15,000,000 in worldwide rentals,
and the \$5,000,000 payoff to Hitchcock is keyed to this figure. Factors are the costs of prints and advertising and a distribution fee
to Par of about 30% of the gross.
If the current boxoffice pace is
maintained in subsequent dates,
the total gross could go as high
as \$20,000,000, obviously meaning
more loot for 'Hitch."

"Lucky' or 'Smart'?

"Psycho" is this year's wonder
picture. It's marquee names are
good—but not outstanding. The
vicepresident of a rival film company says flatly it's a "freak."
Hitchcock partisans term it expert
picture-making, and daring to boot.
The candid observer acknowledges a vast amount of thrill values
(Oracula never had it so macabre)
and a highly effective sell campaign focusing on Hitchcock (not
any of the players) and the ultimatum about seeing the picture from
the beginning, or not at all.
This is the "chemistry' behind
the success. And the fact that
"Psycho" is so successful repreents one of the happiest surprises
Par has had in years. The company's top officials knew they had a
money-maker right from the start,
so they say. But such a klondike in
acetate was never anticipated.

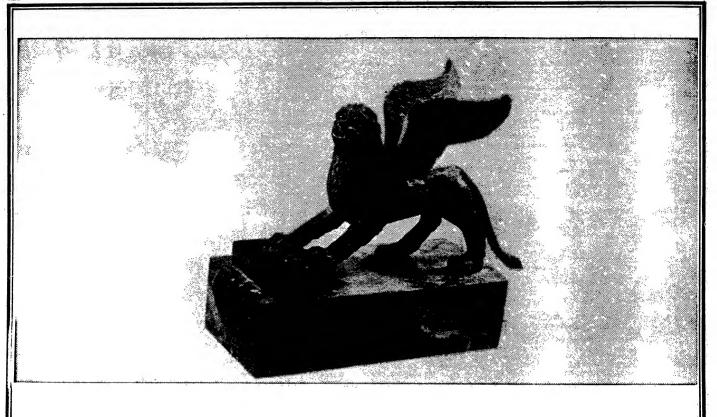
First half of the current (calendar) year was somewhat sluggish
for Par. Financial statement for
the full year conversely ought to
be substantial, thanks to "Psycho."

#### Ridder's Specials

Continued from page 1 : and a recital in the evening by so-prano Dorothy Warenskjold and Hawaiian tenor Charles K. L. Davis accompanied by a concert

Hawailan tenor chartes have baris accompanied by a concert orchestra.

Other attractions will be Fred Waring and His Pennsylvanians, folk singer Paul Arnold, the Goss & Whetsel vocal duo and an orchestra, Bennett Cerf, a Mediterranean travelog by Clifford Kamen, the-Ridder travelog pictures, English comedienne Anona Winn, psychiatrist Dr. James Doty and fashion coordinator and commentator Clara Weyerhaeuser.



# GRAND PRIX-VENICE '60 GOLDEN LION LE PASSAGE DURHIN

(CROSSING THE RHINE)

**Directed by ANDRE CAYATTE** 

VIOLENT AUTHENTIC GENEROUS

Contact: FRANCO LONDON FILMS—GIBE—UFA 114 CHAMPS-ELYSEES, PARIS

in Acus Constantia

unit

## **Amusement Stock Quotations**

Week Ended Tues. (20)

		N V S	toc	k Exch	ange		Net
	060			Vol. Week		v Tues	Change
High	Lo₩	1116	in If	0s High	Low		for wk
423/4	233/	ABC Vending	98	341/2	30	311/4	-23/4
4156	2534	Am Br-Par Th	166	371/2	35	351/2	154
	2638	Ampex	1117	2858	253/	261/2	-11/4
451/4	3658	CBS	124	391/2	38	391/4	+ 3/8
251/4	145%	Col Pix	317	247/	203/	211/2	-25/a
3538	173%	Decca	1325	35	3114	3134 271/4	$\frac{-2}{-1\%}$
491/4	2618	Disney	137	291/	271/8	271/4	<b>—1</b> %
1361/2	94	Eastman Kdk	303	1193/	11058	1131/4	-61/2
81/2	61/4	EMI Glen Alden	704	738	658	658	- 5/8
237	131/2	Glen Alden	276	151/4	141/2	145%	$-\frac{3/4}{-\frac{7}{8}}$
19 .	14	Loew's Thea.	100	1634 3618	1514	153%	— 7/s
401/8	221/4	MCA Inc		3618	33	3334	-298
40	2478	Metro GM	441		345%	36¹/8	<b>21</b> /8
6678	127's	NAFI Corp	608	391/4	3434	35	-11/4
13	618	Nat. Thea Paramount	.58	67/8	61/2	61/2	3/8
6758		Paramount	102	611/4	56	571/8	-31/4
381/4	2334	Phileo	309	231/4	21%	211/2	—1% —9%
2613/4	1631/4	Polaroid	203	2413/4	22358	23136	-998
783/8	58	RCA	820	5938	531/4	5458	-43%
1134	712	Republic	89	10	91/4	91/4	<b>— 1/8</b>
1514		Rep., pfd	4	15	143/	143/4	3 - 4
4258		Stanley War.	51	251/2	241/4	241/2	- 1/4 - 3/4
3078			14	2934	29	29	- %
4338	30	20th-Fox		413/4	371/4	38%	-11/6
3238	2358			307/8	28¼ 45	291/4	—1 —3
5156	2814	Univ. Pix	120	4834 521/4	48	45 4934	
1273/	3738 8918	Warner Bros. Zenith	470	1251/4	11414	1151/2	-8
1419	09-8	1.00				11372	
		the state of the s		ock Exc		44.00	<u> </u>
634		Allied Artists		57/8	51/2	558	- 38
111/8		Cap. City Bdc.		101/2	958	101/4	— ½
61/8	338	Cinerama Inc.		53/	51/4	558	- 1/8 - 3/4
1434	10/2	Desilu Prods.	34 38	107/8 61/4	101/2	101/4	
71/2	41/2	Filmways	87		5¾ 1	53/4	- 3/8
23/8 87	1	Guild Films		11/8	31/2	11/8	34
1078	678	Nat'l Telefilm	264	93/	91/8	3½ 9¼	- 3/8
1412		Technicolor Teleprompter Tele Indus.	63	1234	1112	1134	3/8
	2	Tele Indus.	7	27/	27/8	23/4	<b>— ¾</b>
1312	81.	Trans-Lux	18	13	1158	1156	-13/8
1072	,0%			. 7	100	1178	-1778
	4.	Over-the	-сои	nier Sec			
	. L				Bid		
Ame	rica Co	rp.		• • • • • • • • •	21/8	23/8	— 1/g
Gen	WILLIAM	C OX II AL	1		.010	400	70
		d Studios			3/4	11/8	
	Bros.				13/8	156	<b>—</b> ⅓
		atre				35%	
Meda	ulon l	Pictures			11/2	21/8	107
Meti	oponta	n Broadcasting	• • • •	•••••	. 16	163/4	-134
Movi					133/4	1434	-11/4
Scra	nion C	orp.	• • • • •	×.	214	314	1/4
		levision			11/2	2	
U. A	. Thea	rres			634	71/4	
* We	ek Enc	ded Mon. (19).					

† Ex-dividend.

(Courtesy of Merrill Lynch, Pierce, Fenner & Smith, Inc.)

## Can't Stop Market Changes

the entertainment should be brought to where the people are. Given a free hand, unhampered by the entrenched chains and other strong independent circuits and free from Dept. of Justice restrictions, the film companies, it is evident, would make efforts to engage in further distribution experimentation.

Despite the hand-

Despite the handicaps, ways and

simultaneously with Broadway, At this moment, no one is quite sure how far the trend will extend, but there is conviction that the change rather than stopping, will spread even more.

Population Drift

The population Drift

The population Shift from the congested areas of the cities to the suburbs is an important aspect of the new thinking among the distribution companies, which feel that the entertainment should be brought to where the people are Given a free hand, unhampered by the entrenched chains and other strong independent circuits and free from Dept. of Justice restrictions, the film companies, it is evident, would make efforts to engage in further distribution experiment.

Distributors would like to sit

vinced that similar bold ventures should be attempted more often.

Distributors would like to sit down with exhibitors to arrange a complete overhaul of the present distribution system, but it is so confined in long-standing tradition that few believe anything can be accomplished through this avenue of approach. It's conceded that it has to be done slowly, perhaps utilizing a subtle wearing away process a la the eastside-west-side dates, harditchet, and saturation techniques until a complete flexibility, depending on each picture, is arrived at. Distributors feel that considerable progress has been made and they are fairly certain that the real revolutionary overhaul is not too far off. down with exhibitors to arrange a complete overhaul of the present down stribution system, but it is so confined in long-standing tradically destroys the established releasing pattern. In addition, the saturation booking techique is another way that the regular release setup is being by-passed.

There are many companies which feel that the method of opening pictures in key downtown houses and then spreading out from there is outmoded. Charles Einfeld. 20th-Fox's veteran pubada typ, maintains that the cost of opening a picture in a single downtown house has become prohibitive, because of the coin outlay that is necessary for the required media. He believes that a modified saturation system, whereby the ad costs can encompass a series of dates in a specified area, would be more economical and effective.

Distribution administrators, if given carte blanche, would attempt all kinds off-the-beaten-path bookings. A unique arrangement recently was the run of Paramount's leaved the control of the present dome probable with it is so confined in long-standing tradically through the sale of approach. It's conceded through this average must be decided through this average must be accomplished through this average must be accomplished through this average must be accomplished through this average must be decided through this accomplished through this average must be decided through this accomplished through this average must be decided through this average must be decided through this accomplished through this accomplished through this is as able eastside-west-side dates, hardticket, and saturation sessembled all concerned, called in an efficiency expert, and told the latter to take command. One re-outly the date of the complete of the complete overhall it has to be done slowly, perhaps utilizing a subtle wearing low the chique is another way that the regular release dates and they are fairly certain that the cost of opening a picture in a single downtown town house has become prohibitive. And a new entry, the slow but surf

#### Zeckendorf

Continued from page 2

Schumacher, v.p. and g.m., the Zeckendorf team of aides, which already had started to move in on the limping Bronx operation touted as "the Disneyland of the east"—will be in command.

Among them are Russell Levy, executive veepee of Zeckendorf Hotels; George Bennett, v.p. on public relations and advertising; Abe Kaplan, assistant secretary of Webb & Knapp (parent of Zeckendorf Hotels); Robert L. Smith, v.p. and g.m. of Roosevelt Fields, the Long Island supermarket development; and Jack Rosen, assistant to Zeckendorf Jr.

10G-a-Day Loss Some Days

10G-a-Day Loss Some Days

Freedomland reportedly suffered \$10,000-a-day operational loss on some days this summer. If diextraordinarily well other days. One weekend, soon after the opening, it made P. I news with the staggering amount of visitors to the degree that both Zeckendorfs, wisely told intimates "I hope this doesn't oversell Freedomland." Intended to maintain full-week operation until after Thanksgiving, and perhaps chancing weekend opening until the spring weather came around again, tipoff on the state of affairs is the current decision for Saturday-Sunday operation only.

If stockholders approve the new financial plan, International Recreation only.

If stockholders approve the new financial plan, International Recreation only.

Webb & Knapp's leasehold interests in the three Manhattan hotels; and (2), \$3.000,000 in cash which will be made available by W&K to Freedomland for next year's operations. W&K will receive a mortgage and notes totaling around \$11.000,000 to be paid off from revenues of the entertainment park and the hotels on a long-term basis. In addition, W&K will receive an option to buy, a substantial but undisclosed number of shares of International Recreation stock at \$17.50 a. Share. It is quoted now Over-the-Counter at \$5.75 bid, \$6.50 asked.

\$21,000,000 because it was the wrong kind for transplanting of the otherwise arid acreage in the Hunts Point section of The Bronx.

Webb & Knapp is currently constructing Freedomland inn, a 300-room motel adjoining the park with restaurant and bar facilities, slated for spring completion, with 700 additional units scheduled for the future.

An outdoor showman who is uniquely qualified for this type of operation will be brought into the top spot. Theoretically, Raynor was on leave for a year from Peter de Met, tv packagers; Schumacher supposedly has the Seattle Centennial on his personal horizon; and John McGarry, group sales exec, supposedly has the seatule dor in the short season has passed 1,500,000 and concessions and attendance totaled about \$4.500,000.

# Ex-Universal Chief Dies at 71: **Cheever Cowdin One of Early Wall Streeters Into Pictures**

#### TOA Dispenses Medals

Hollywood, Sept. 20.
Flock of service medals were
made last week by TOA to
members for past perform-

Ances.

Kudos were handed out to Treasurer SI Fabian, called "Mr. Exhibitor" in citation; Philip F. Harling, anti-paysee chairman; Sidney M. Markley, and Lamar Sarra, chairman of state and local legislative committee.

# **Lipton Defends** Film Advertising

Hollywood, Sept. 20. David A. Lipton UI v.p., told TOA conventioners that the TOA-SPG joint statement attacking picture advertising the kind of generalization which annoys me very much." He pointed out that distribs' ad departments are hampered creatively because "you could almost say we compile ads from data supplied by the legal departments."

departments.

TOA's Albert Pickus, screen producers guild's Jerry Bresler had called pix advertising "one of the worst advertising programs of any American industry." It was, they said, "sterile and antiquated."

they said, "sterile and antiquated,"
Lipton bristled, thumped producers "who think all that's needed to sell their pictures is an announcement." He said Brester had told him later he was referring to motion picture, pages of newspapers, format of which hasn't changed for years.

changed for years.

In the question period it became evident many theatremen were unaware of the network of contracts which limit Hollywood producers and distributors. Lipton explained that credits for "Spartacus" will run six minutes—largely because of contractual obligations that billing in all advertising is determined not in the mind of an adman but negotiated at the bargaining table. "Billing," he said, "is often all out of proportion to their value (star names) to you exhibitors."

Even so, Lipton said, picture advertising is both good and bad and to attack all with same impartiality isn't fair.

UI producer Ross Hunter spoke at the same program at the Am-bassador Friday and drew applause when he said, "a woman who leaves dirty dishes in the sink to go to a movie doesn't want to see a woman washing dirty dishes— she wants glamour."

she wants glamour."

The panel session on merchandising was moderated by Martin Quigley Jr. and, in addition to exhibs, was to have included Otto Preminger. When the latter didn't show, there were expressions of regret from those who hoped to question him on some of his controversial remarks; i.e., that "the troversial remarks; i.e., that "the gas company does a better job of distribution."

#### **UA's Bestest Branches**

United Artists' Jacksonville, Cleveland and Salt Lake City exchanges have captured the three grand prizes in the Bob Benjamin sales drive.

The three exchanges earned top shares of the \$60,000. worth of prize money. The winning exchanges are managed respec-tively by Byron Adams, Dave Rosenthal, and W. W. McKend-

First place in the competition among UA's sales divisions went to Sidney Cooper's central and seuthern division. Gene Tunick's seastern district took top honors in the district standings, with James liendel's central district winning second-place money.

J. Cheever Cowdin, who died in New York Sept. 16 at the age of 71, was a Wall Streeter who came into prominence in the picture business by way of stock-deals of the type that loom much larger today than when this executive moved in.

Cowdin was also a noted poloplayer of the 1920's. He was a partner in Blair & Co., bankers, and this led to formation of his own company, Standard Capital and this led to formation of nin own company, Standard Capital Corp., which financed various en-terprises, including the "Hopa-long Cassidy" pictures, In 1936 he and the late Charles R. Rogers ne and the late Charles R. Rogers is a surviving brother) bought voting control of Universal Pictures from the late Carl Laemmle.

They paid \$5,500,000 for the Laemmle stock.

Laemmle stock.

Cowdin became U board chairman, Rogers supervised studio production and Robert H. Cochrane was retained as president. Cochrane was succeeded in the presidency by the late Nate J. Blumberg on Jan. 1, 1938.

Cowdin left the picture company Dec. 31, 1949, which was about three years following the U merger with International Pictures and the acquisition of 125,000 shares of U common stock by International's Leo Spitz and William Goetz. Another major stockholder was J. Arthur Rank, British producer-distributo-theatreowner, who held tributor-theatreowner, who

tributor-theatreowner, who held 134,000 shares.
Cowdin began his career as a clerk with Morgan & Co., then became a partner in Bond & Goodwin, later participated in organization of Blair & Co. It was in 1934 that he formed Standard Capital and stayed as its president until the corporation was dissolved in 1944:
Cowdin, additionally, was chair-

in 1944:
Cowdin, additionally, was chairman of Ideal Chemical Products Inc., a director of Vickers Inc., a director of Curtiss Wright and a member of the advisory boards of Studebaker-Packard and the Sperry Division of Sperry-Rand Corp.

At the time of his death he was a member of the brokerage firm of Cady, Roberts & Co., which he joined four years ago.

Cowdin leaves his wife, the former Mrs. Andrea Parker Berens, and a sister, Mrs. Charles Morgan of Southampton, L. I.

#### Satchmo

Continued from page 1 to Congo for dates in Elizabeth-ville and Lome. He follows with Yaounde, Carmeroons; Abidjan, Ivory Coast; Monrovia, Liberia; Freetown, Sierra Leone; Conakri, Guinea, and Dakar, Mali Federa-tion

Guinea, and Dakar, Mali Federation.

Armstring will make a second tour for the State Dept. following this junket. He's set to be in Paris, starting Dec. 6, for week on a picture and a short vacation. He'll then play a new African tour for three weeks, and will return to the Continent for several dates. Itinerary for the second African tour and the Continent is still to be set up with Joe Glaser, head of Associated Booking Corp., who is working with State Dept. reps and American National Theatre and Academy, which acts as the State Dept. agency on goodwill tours.

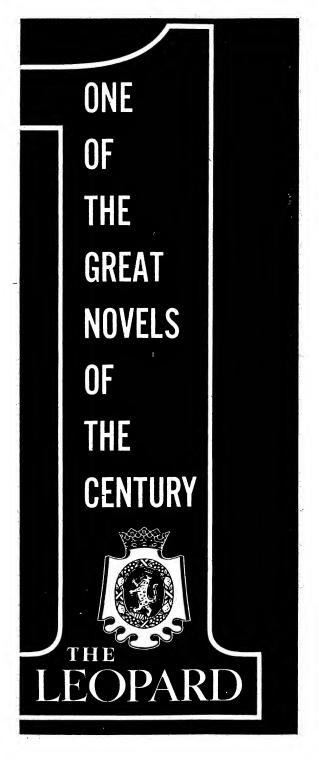
#### **CBS** Ousts

Continued from page 2
identified as secretary of the national committee.

Taber was called in and told that in light of the CBS policy that no news personnel could participate in controversial organizations because their partisanship might affect their objectvity in handling of news copy, he would have to leave. Writers Guild of America sat in on the meetings. Gibson was merely warned to sever his association with the group.

sever his association with the group.

In June, a N.Y. Times news story—identified Gibson as the chairman of the N.Y. chapter of the committee, and in light of the previous action, Gibson was also asked to leave but was allowed to retain his Fellowship.



"A superb novel in the great tradition and the grand manner"-NEWSWEEK

# Kansas' Hamstrung Censors

Kansas City, Sept. 20.

The power of censorship is in a fragile state in Kansas, it was revealed last week in an interview of the three woman members of the Kansas Board of Review in the daily Kansas City Kansan. As a consequence of recent litigation and court decisions the board is virtually limited to censorship on grounds of obscenity, Mrs. Dorothy Frankovich, censor chairman, told the newspaper. The board's power has been cut to such an extent that it feels it cannot do an adequate job, Mrs. Frankovich said.

The board's rulings on obscenity are guided chiefly by a ruling of the U. S. Supreme Court in 1959 on "The Moon Is Blue." It reads, "A film or reel shall be deemed obscene when to the average person applying contemporary, community standards, the dominant theme of the material, taken as the whole, appeals to prurient interests, i.e., a shameful or morbid interest in nudity, sex, or excretions, and if it goes substantially beyond contemporary limitations of candor in representation of such matter."

As cases in point, the board was reviewing "Expresso, Bongo" and "Let's Make Love" on the day of the interview. It clipped some scenes from "Bongo" which involved too much nudity in chorus girls, the board said. Complaints were registered against the low-necked costumes worn by Marilyn Monroe, but "Let's Make Love" was not cut.

The classic case which pulled the board's teeth was "The Moon Is Blue." which was two years in the courts. A final decision by the U. S. Supreme Court went against the Kansas board which had banned the film because of its "frank bedroom dialogue." In resence, the courts have the final word on censorship duties, reviewing all fill for showing in Kansas. It has comparatively little trouble with the majors, but foreign films, particularly Italian and German, have too much nudity, Mrs. Frankovich said.

The Kansas board was nearly obliterated on two occasions in recent years, one when a bill was signed by the governor but proved unconstitutional in 1955. On another occasion the legislatu

## **Customs Censorship Challenge Evaded**

Admission of 'Games of Love' Ends Issue—Court Reporter Says He Yawned

Washington, Sept. 20.

"Les Jeux de l'Amour" (The Games of Love) isn't so gamey after all—and has cleared U.S. Customs for American exhibition.

Customs for American exhibition.
Sex film got the bureaucratic mod in a Federal courtroom here. The action offset any judicial ruling on the censorship privilege now exercised by the Customs Bureau. Some in the film industry were worried about a court test showdown on Customs censorship, fearing if Customs (normally liberal about admitting borderline foreign motion pictures) lost its power, it might stir do-good groups to press for more state censorship laws.

Acting U.S. Customs Commis-sioner David B. Strubinger ended the legal squabble here by approv-ing admission of film after it was screened in the courtroom of U.S. District Judge Alexander Holt-soff.

Holtzoff had arranged for a screening before hearing arguments on the sult brought by Films-Around-the-World challenging the Constitutionality of Customs right to seize imported motion pictures.

toms right to seize imported mo-tion pictures.

Strublinger said he hadn't seen it before—and hadn't been in a position to rule—because the pro-jector was broken in the Customs headquarters here. When Strublinger cleared the film, Holtzoff threw the case out of court.

A United Press International reporter who saw the film in the courtroom wrote that "as far as racy love scenes are concerned, it's a resounding flop."

#### **SAG Nominations**

Hollywood, Sept. 20.

Hollywood, Sept. 20.

Screen Actors Guild's Hollywood and minating committee has completed its list of nominating committee has completed its list of nominating committee has completed its list of nominating committee has completed its list of nominates for the publishment of the Guild's annual election the fall. Petitlons for additional nominees for the program books for the publish the program books for the publishment of the Guild's annual election the fall. Petitlons for additional nominees for the publish the program books for the publishment of the fall of the program books for the publish the program books for the publish the program books for the publishment and program. In New York, where he's the sublish the program books for the publishment and program. In New York, where he's the fall of the program books for the publishment and program. In New York, where he's the fall of the program books for the publishment and program. In New York, where he's the fall of the program books for the publishment and program. In New York, where he's the fall of the program books for the publishment and program. In New York, where he's the program and between the calment in a sever heard about this nor have any of the trade organization which prevents conflicts among publishers a publisher and the full of known of any organization which prevents conflicts among publishers and the full of known of any organization which prevents conflicts among publishers and the full of known of any organization which prevents conflicts among publishers and the full of known of any organization which prevents conflicts among publishers and the trade organization which prevents conflicts among publishers and the full of known of any organization which prevents conflicts among publishers and the full of known or any organization which prevents conflicts among publishers and the full of known or any organization. When the full of known o

#### **Durwood Circuit Acquires** Missouri, K.C., From RKO; **Converting for Hardtix Use**

Converting for Hardtix Use

Kansas City, Sept. 20.

Durwood Theatres Inc. is taking over the downtown Missouri from RKO and is converting the theatre to a hardticket operation. Durwood announced Saturday (10) that it has taken over the property on a longtern lease from the 14th & Main Corp. new group formed to over the property as an investment. Missouri closed Sunday (11) after a five and a half week run on "Psycho" for one of alltime great runs in the house. RKO has been operating the theatre for more than a year, following its operation from 1936-59 by Cinerama. Theatre is to be dark for several months during extensive remodeling by Durwood, aft. which it will emerge as the Empire, set to operate on a 10-shows-per-week basis. No opening date nor opening attraction were announced.

attraction were announced.

Plans call for a 70-foot curved screen, said to be the largest in the nation by Stanley Durwood, president of the circuit. It will accommodity to the commodition with the commodition of the circuit. commodate any projection system from 35m to 70m, he said. Seating capacity will be lowered from 2,389 to 1,260.

#### March Pubbing Souvenir **Programs for Hardtix**

Hollywood, Sept. 20.

David March, Hollywood and New York agent for the past 20 years and in recent years a feature film producer, has formed March Associates for the publish-

#### Legionnaires Hail Disney, Parsons, McHugh

Hollywood, Sept. 20.
Walt Disney received the American Legion Mercury Award at 1 the Beverly-Hilton Hotel. Presentation for "establishing a new art form; was by National Legion Commander Martin B. Mc-Kneally, who flew in from Panama for the affair.

Also honored with citations were Also honored with cliations were columnist Loughla Parsons and songwriter Jimmy McHugh. Miss Parsons was cited for her column attention to stars who have made appearances for the U. S. troops, and McHugh for his patriotic songs for hond rallies. and McHugh for hi songs for bond rallies

# **Mex Technicians** Deny 'Red' Ties

Mexican technicians and stage-hands are in a lather over "unjust" attacks in one American film trade paper (not Variery) labeling them as Communists or sympathizers in-tent on giving death blow to Holly-wood production in Mexico.

wood production in Mexico.

Jose Luis Bustos, secretary in charge of work contracts, denied that the Technical & Manual Workers Section (of the Mexican Union of Film Production is 'Red' or has any leftist. leanings. Nor does it desire to 'sabotage' Hollywood activity. On the contrary, Bustos said, 'the only thing we are interested in is work, and Hollywood productions can offer us a steady source of employment.'

The Union leader admitted that

ment."

The union leader admitted that members had billed the Kirk Douglas unit, which recently shot "Hot Eye of Heaven" here, for extra hours of overtime pay. This was by no means any intent to "defraud." he said, but a legitimate overtime claim because of the "too exacting demands" of the American scenic designer who had technicians doing same chores over and over again.

## Harris' How-to-Do-It

'Dinosauris' Producer's Ideas on Ingredients For B.O. Success

#### Natl. Theatres & Tele Inc. Net Loss \$3,071,274; Say Biz Now Picks Up

Hollywood, Sept. 20.

National Theatres & Television
Inc. sustained a net loss of \$3,071,274 for the 39-week period ended
June 28, 1980 after the provision
of \$3,500,000 for the loss of its
investment in National Telefilm

Associates.

Associates.

Income netted before provision was made for the losses in the telefilm arm was \$428,726 (equivalent to 15c per share), which compares to a net of \$1,431,000 (53c per share) for the corresponding 39-week period of 1959.

share) for the corresponding 38week period of 1959.

NT&T prexy B. Gerald Cantor
said not only did the Hollywood
strikes seriously handicap NT's
theatre operations, but that there
were also delays in the release of
pix completed prior to the strikes.

Business has picked up in recent
weeks, he said, and has been ahead
of the corresponding weeks of last
year. Moreover, he said figures for
the period do not include about
\$3,000,000 in profit realized from
the sale of tv-radio station WDAF
in Kansas City, Mo. This profit will
be reflected in earnings of the
Gross income from theatres and
radio-tv stations for the period
ended June 28, 1960 was \$30,946,
074; other income \$3,46,227. Ex
penses, including no provision for
federal taxes, was \$33,964,175.

In comparison, in corresponding
period last year gross income from
theatres and radio-tv was \$36,92,
631; other income \$3,555,656. Total
expenses, including \$1,200,000 for
federal taxes, amounted to \$38,-

631; other income \$3,555.556. Total expenses, including \$1,200,000 for federal taxes, amounted to \$38,-217,227. After figuring profit from NTA, net income for last year's 39-week period was \$1,702,632 as compared with the \$3,071,274 net current quarter. The company now owns only one station, WNTA-AM-FM-TV, Newark-N.Y.

#### By JOHN G. HOUSER

Hollywood Sept. 20.

For a man who has come to the boxoffice bat three tmes and hit a "grand slam" on each occasion, producer Jack H. Harris qualifies as an "odd-stance" heavy hitter who occasionally makes the big leaguers look like novices.

leaguers look like novices.

Harris, who produced "Dinosaurus" for \$400,000, "The Blob" for \$200,000 and "4-D Man" for \$300,-000, stated last week that he has thus far grossed over \$6,000,000 from the three pix and "the money is still rolling in with the foreign sales on two of them not yet started." He claims to net "at least \$1,000,000 on each of the pix."

Harris hinges his success to a Harris, hinges his success to a study of the available audience:

"I spent considerable time and money making a survey of high school students in 18 large American cities," he said, "and from this survey I decided to make a this survey I decided to make a picture to fit a ready-made audience. I literally made a picture from suggestions made to me of what the majority of high school kids in the country wanted—and would pay to see. The result was 'The Blob' and I have so far recovered \$2,000,000 on a \$200,000 investment."

Another fundamental of Harris' formula is twofold: "Don't spend too much money 'and' have your timing just right."

timing just right."

Harris stated "there are too many good pictures which are not not in tune with times. By that I mean they are either way ahead of their time or ridiculous distortions which then place them as unbelievable."

unbelievable."

Although Harris deals in sciencefiction and fantasy, he claims there
is a large distinction between his.
films and most sci-fi pix. "Mine
are examples of daydreaming," he
said, "and everyone daydreams
from time to time. I take teenagers' daydreams and make successful pictures that entertain and
give the kids a thrill. Also, I use
a gimmick (Harriscope) which is
a system by which action of inanimate objects is integrated with the
live action of humans."

New projects which Harris an-

live action of humans."

New projects which Harris announced he is working on now include: "Rip Van Winkle in the 20th \_Century" (with completed screenplay by Marion Hargrove). "The Terrible Game," from a novel by Don Tyler Moore (which Harris says will carry a \$1,500,000 budget. He is currently talking a deal with U-I on distribution and possible joint production) and, "Jonah and the Whale," which is, "not a Biblical story per se."

A few other Harris secrets on Mrs. Phil Stong is at the Iowa State fair, Des Moines, to do a "rewrite" of the State Fair story. Her late husband had written the novel, "State Fair," on which the successful picture was based. Mrs. Stong said she planned a story about the fair for a national magazine. The state fair publicity director telegraphed 20th Century-Fox to ask whether they would be filming any "background" scenes during this year's expo in preparation for a new "State Fair" film. The reply was no but is considering the Iowa fairgrounds for some on-the-scene-filming at a later date. Stong, who died in 1957, wrote the original "State Fair" in 1932 and the pic based on the novel starred Will Rogers, Janet Gaynor and Lew Ayres.

Twenty motion picture companies have contributed \$400 each for an association between the Hollywood animation industry and the University of Southern California. Result is that the school will offer five night courses in animation starting this week.

Set by the USC department of cinema, through cooperation of the fine arts department, courses will include filmle expression, animation, cinematic design, elements of production and problems in camera. All will be taught by leaders in the animation field—Les Novros, Art Babbitt, Paul Julian, Leo Salkin and Ray H. Thursby. A few other Harris secrets on ow to get a ready-made audi-

1. Coke parties for high school students and let them tell you what they like and don't like. And

2. Newsboys—they are quickest and most explosive form of 'word-of-mouth' advertising. Take them to your picture and give them a

few passes.

3. Use comic books. In, fact, Haris declared, his "Dinosaurus" has
been made into a successful comic
book itself with revenue financing

book itself with revenue financing other ventures.

4. Get all the "free ballyhoo" you can from the Ins with public utilities (gas co. electric, wafer, etc.) which not only advertise but mail out monthly statements and reach people through the mail.

5. Take advantage of news situations by working with department stores.

# Film studios currently are making a survey of historical items for possible inclusion in the Hollywood Motion Picture & Television, in a move cued by the Acquisitions Committee of the Museum Commission, co-chaired by David L. Loew and Eugene Zukor. Items which would depict the scientific and technical progress of the industry, up to and including the present, are being sought. Survey will include stills, props, wards, costumes, miniatures, special effects, makeup items, etc. Kenneth S. Giniger, p. and g.m. of Hawthorn Books, referring to the Jerry Wald newsletter anent title-clashes, wherein he says such an agency exists in films and television, disputes the claim: "If he (Wald) knows of any organization which prevents conflicts among publishers, I wish he would tell us publishers about it. None of our people here has ever heard about this nor have any of the trade organizations to which we belong."

**Inside Stuff—Pictures** 

## **Need People More Than Prints**

#### Return to Allied States Hailed By Hendel-Foresees Strong New Leadership

the Allied Theatre Owners of West- forge ahead. ern Pennsylvania with the Allied States Assn., chairman of the board Harry Hendel stated to a VARIETY reporter, "Our biggest problem is to get the people back into the the-atres and the best way to do it is through a strong national organiza-

PRANK CAPRA President

MICHAEL J. KANB FRANK BORZAGE JOHN SUGHRUE JOHN RICH FRANKLIN SCHAFFNER SHIELDS DIERKES Vice Presidents

CLAUDE BINYON TOM DONOVAN Secretaries

HOWARD W. KOCH LAMAR CASELLI

Board Members: WILLIAM BEAUDINE, JR.

Treasurers

HOWARD GUINN

GEORGE SCHAEFER GEORGE SIDNEY GEORGE STEVENS

IOSEF VON STERNBERG

Pittsburgh, Sept. 20. tion. Allied will give us the strength In disclosing the reaffiliation of and trade information we want to

He said that Allied is now going through a phase of organizational rehabilitation and will soon be the most important factor in the industry to help "the little fellow" in the business.

board voted unanimously to reaffiliate and that the local group will be represented at the National Board meeting at Chicago in November.

Allied States hopes lie in getting new strong executive director.

when asked if he had any trou-ble getting prints of currently hot pictures like Paramount's "Psycho," he said, "We get all the prints we want. All we need is people."

Milton London of Detroit, re-gional vice president of Allied States, was at the meeting here on Fuesday (13) when the vote for reaffiliation was taken.

Larry Bachmann, head of Metro production in England, is on the the business.

Coast to confer with studio produc-Hendel said he was happy the tion chief Sol C. Siegel.

## **New World Patterns For Pix**

as the consolidation that has been taking place in distribs' overseas branches in the last several years. In more and more overseas territories, U. S. majors are merging izing local distribution facilities or util- a new man into the European org, izing local distribution firms, thereby culting down on the overhead which becomes increasingly costly with fewer pictures going into release. pictures going into release.

per unit of picture with rewer, pictures going into release.

Reasons this exec, in the last 10 years world trade conditions, especially in Europe, have eased to the point where many of the services provided by the MPEA are no longer required or, at least, no longer required the day-by-day, on the-spot attention which was necessary in quota-ridden, remittance-restricted times past. He points out that with the recently concluded three and one-half year French film pact, and the freeing of film trade with Britain and Germany, there are now only two major markets where import licenses are a problem (Spain and Japan).

Japan.

The biggest problem facing U.S. film companies abroad, he says, are taxes which discriminate against U.S. films, and he adds that this is a problem which, in Europe, can be handled as easily out of a centrally, located Paris office as out of offices in Rome, Frankfurt, London and Stockholm.

Gone are the days, says this member company exec, when every member company exec, when every country and territory presented its own special trade, and remittance problems that demanded constant and individual attention. Signifi-cant of this, he thinks, is fact that association has abandoned its com-plicated and, some quarters, highly unpopular "global formula" for the division of import licenses. Division of licenses is now being handled on a country-by-country, individual-hassle basis, none so bitter though since, with exception of Spain and Japan, there are enough licenses to go around in most areas. most areas.

Long Way Off?

Long Way Off?

Proponents of the European consolidation move, however, are not
too hopeful about its coming to pass
immediately because it would, in
effect, be regarded as a "retrenchment" among powers-that-be who
are understandably jealous of their
prerogatives. prerogatives.

prerogatives.

Some member company execs also profess to see in MPEA prexy Eric Johnson's recently concluded tour of underdeveloped African nations (see separate story) an example of MPEA's recognition of its need to reexamine specific functions and international purposes. The idea being that with film trade being liberalized in all other major territories, the MPEA had better find itself some new raisons d'etre. Suggestion was not made criticatly but realistically because the MPEA, which runs on a rather large budget, must give its customers their money's worth.

'Opening Up' Africa

'Opening Up' Africa

Opening Up Airica

It's generally agreed by these observers that the African tour has served some valuable ends for the member companies, particularly at the high government level where Johnston functions best There have however, been suggestions too that perhaps the tour might have accomplished more in the way of gathering specific, local-level information which would be of value in member company be of value in member company business dealings in the various

Areas.

Says one member company exec, Johnston's reports have been valuable to his company if for no other reason than they have confirmed experience which his company has had in those territories. He adds: "What I'd really like to get, however, is up-to-date reports on the actual business potential of theatres and circuits in any given territory. Many of our deals are based on information as much as 10 years old. We know that business has been growing, but not how much until, say, we get a cable from a been growing, but not how much until, say, we get a cable from a circuit in West Africa asking us to air mail such and such a print to them. When a guy is willing to pay \$400 freight charges, it's objoursly time to move out of flat rentals into percentage deals."

Latest reexamination of the MPBA's European setup has been transferred will assist exploitation chief Emtury promotion plans in the U. S. and Canada.

Latest reexamination of the past five years with the Donahue & Coe ad agentriggered by the recent resignation of Frank Gervasi, director for the Says one member company exec

Mediterranean area, to join Fair-banks Morse as a veepee. At present Rome office is manned by Henry Borgese, lately Gervasi's assistant. Whether MPEA will bring a new man into the European org, or fill the Rome post with a man already in MPEA, or actually consolidate in Paris, must be decided in the next few weeks.

MPEA exec veep Ralph Hetzel, who accompanied Johnston on the African tour, stopped off in Europe en route home last week to visit offices in Rome, Paris and

rope en route home last week to visit offices in Rome, Paris and London, presumably before making recommendations re possible reor-ganization following the Gervast

departure.

#### COL'S TRAILER-MAKING **BID LOOKS LIKE SOLO**

Check at the homeoffice makes it apparent there will be no more defections from National Screen. Service—this in the wake of the row stirred up with Columbia's departure from the service outfit. As a matter of fact one company, Paramount, is now in process of renewing its contract with NSS. A distribution v.p. in the east said NSS has the personnel, facilities and organization required for trailer-making and for his company to set up this kind of operation would represent too much of an undertaking.

#### Magna's Expansion; To Distribute 'Magdalena'

Magna Pictures Corp, which has heretofore confined its activities to the production of Todd-AO pix and the distribution of "Oklahoma" and "South Pacific." is expanding its role in the distribution field. It has acquired from William Shelton Films Inc. the distribution rights throughout the U.S. and Canada of "Magdalena."

According to Magna v.p. and sales chief. Joseph M. Sugar, the company was attracted to the picture because of the results it obtained in test engagements in Boston Albany and Buffalo.

tained in test engagements in Bos-ton, Albany and Buffalo.

Magna will seek additional pix for distribution and will continue to produce and distribute Todd-AO films.

#### Kaplan European PR Of Glass-Seltzer's Features

London, Sept. 29, London. Sept. 29.

Executive producers Guige
Glass and Walter Seltzer have
named Mike Kaplan European
publicity director for a pair of
upcoming productions for which
Pennebaker Inc. provides the
American elements. Flims are
"The Naked Edge," costarring
Gary Cooper and Deborah Kerr,
and "Paris Blues," toplining Paul
Newman, Joanne Woodward, Sidney Pottier, Louis Armstrong and
Diahann Carroll."

It marks the first time that an

ney Poitier, Louis Armstrong and Diahann Carroll.

It marks the first time that an independent production unit has appointed a full-time European director to handle all aspects of the campaign from production through release. Kaplan, a former Hollywood tradepaper reporter and editor, has been specializing in publicizing American pix shooting abroad for the last three years on a freelance basis. For the Pennebaker affiliation, he will establish offices at ABPC Studios, Elstree, where "Edge" will be shot and will divide his times between there and the Studios de Boulogne, Paris, where "Blues" will be in production. Unit publicity staffs for both United Artists releases will be appointed shortly.

# Directors Guild of America, Inc.

Hollywood office

September 15, 1960

Mr. Eric Johnston, President Association of Motion Picture Producers, Inc.

1600 Eye Street, N. W. Washington 6, D. C.

Dear Erica

Comes now the time when modern, post '48 Motion Pictures will be shown free to the public on national TV networks.

The Directors Guild, along with other talent Guilds, considered this build-up of competition against theatrical films as a form of economic hari-kari for motion pictures. as well as causing unemployment for those of us in TV.

Producing companies argued it was a shot of adrenalin to them. The producers' concept prevailed though some of us still don't dig how the rabbit helps hi survival by selling the fox a new set of teeth.

Having lost on the economic level, we don't want to lose on the artistic level.

The Directors Guild strongly urges you and the producing companies to persuade networks not to cut and slash our motion pictures to ribbons, but to present them to the public as they were created, and not as tortured facsimiles of the advertised film classics. This is defrauding

Producers, Writers, Directors, Actors and Technicians put a great deal of blood, sweat and tears into the making of these films. We are proud of our work.

The integrity of the producing companies' trademarks, as well as the artistic integrity of the whole motion picture profession will be at stake, if these films are not shown to the TV audiences as they were meant to be shown.

We request your cooperation in seeing to it that our creative efforts and the industry's valuable assets are notmutilated on TV.

Grank Capra

Frank Capra, President Directors Guild of America, Inc.

FC:VD

JOSEPH C. YOUNGERMAN
National Executive Secretary
Hollywood

NEWMAN H. BURNETT Executive Secretary New York

## Picture Grosses

#### 'SKY' BRIGHT \$13.500. DENVER; 'LOVERS' 5G

Denver, Sept. 20.

Spotty biz marks first-runs this week. "Sons and Lovers" is 50.50 at the Aladdin while "Crowded Sky" is big at the Paramount. Holdovers are strong. "Let's Mako Love" is good in a third round, "Ben-Hur" is okay in its 23d stanza at the Denham and "Psycho" is fine in a fifth frame at the Orpheum.

Estimates for This Week Aladdin (Fox) (900; \$1.45) —
"Sons and Lovers" (20th). So-so
\$5,000. Last week, "Can-Can" (20th)
(22nd wk) (\$1.50-\$2.50), \$4,000.

Centre (Fox) (1.270; \$1-\$1.45). "Let's Make Love" (20th) (3d wl Good \$9,000. Last week, \$10,000. (k)

Denham (Indie) (800; \$1.25-\$2.50)

"Ben-Hur" (M-G) (23d wk). Averge \$10,500. Last week, same.

Denver (Fox) (2.432; \$1-\$1.45)—
"House of Usher" (AI) and "High
Powered Rifle" (20th) (2nd wk).
Nice \$5,500. Last week, \$18,000,

Nice \$5,500. (600: \$11—"Carry On Nurse" (Gov) (18th wk). Steady \$4,000. Last week, \$4,000. Orpheum (RKO) (2,890: \$1.25-\$1.45)—"Psycho" (Par) 45th wk).

Orpheum (RKO) (2,690; \$1.25-\$1.45)—"Psycho" (Par) (5th -wk). Fine \$14,000, Last week, \$14,000. Paramount (Indie) (2,100; 90-\$1.25)—"Crowded Sky" (WB). Blg \$13,500. Last week, "Oceans 11" (WB) (5th wk) \$9,500. Towne (Indie) (600; \$1-\$1.45)— "Strangers When We Meet," (Col) (6th wk). Okay \$3,000. Last week, \$3,000.

# Omaha Sags, But 'Sky' Oke 6G; "Sons' Fair 3G

Omaha, Sept. 20.

Biz continues to sag at downtown first-runs, with nost ops blaming lack of strong new product and traditional slowdown when uct and traditional slowdown when school opens. However, "Crowded Sky" is rated okay at the Orpheum. "Sons and Lovers" is light at the Omaha. Second stanza of "All Fine Young Cannibals" fair at the

Estimates for This Week

Cooper (Cooper) (693; \$1.55-20)—"Ben-Hur" (M-G) (31st wk). \$2.20)—"Ben-Hur" (M-G) (31s. wav. Good \$6.200. Last week, same. Omaha ( ristates) (2,066; 75-\$1)

Good \$6,200. Last. week, Same.

— "Sons and Lovers" (2066; 75-\$1)

— "Sons and Lovers" (20th). Fair

\$3,000. Last week, 'Let's Make
Love" (20th), \$4,500.

Orpheum (Tristates) (2,877; 75-

'Crowded Sky" (WB). Okay

\$1)—"Crowded Sky (wB) Osa; \$6,000 Last week, "Strangers When We Meet" (Col) (2d wk), \$6,000 at \$1-\$1.25 scale, State (Cooper (743; \$1)—"All Fine Young Cannibals" (M-G) (2-1 wk), Coolish \$2.500 after \$4,000 bow,

#### KANSAS CITY

(Continued from page 9)
"All Fine Young Cannibals" (M-G).
Moderate \$7,500, holds: Last week,
"Crowded Sky" (WB), Medium
\$7,000,

"Crowded Sky" (WB), Medium \$7,000.

Plaza (NT) (1,900; \$1.25)—"From the Terrace" (20th) (5th wk). Pleasant \$5,000. Last week, \$6,000.

Rookhill (Little Art Theatres) (750; 90-\$1.25)—"Hiroshima Mon Amour" (Zenith) (2d wk). Good \$1,700, Last week, nifty \$2,000.

Roxy (Durwood) (350; \$1-\$1.50)
—"Ocean's 11" (WB) (4th wk). Fat \$7,500, Last week, big \$9,000.

Uptown (NT) (2.043; \$1-\$1.25)—"Lat's Make Love" (20th) (3d wk). Fairish \$4,500. Last week, coupled with Granada (1,217). Medium \$7,500.

#### WASHINGTON

(Continued from page 8)
Plaza (T-L) (458: \$1-\$1.80)—
"Members Only" (Union) (10th
wk) and "Mating Time" (Union)
(2d.wk). Weak \$2,000. Last week,

(2d wk). Weak \$2,000. Last week, \$2,450.

Town (King) (800; \$1.\$1.49)—
"Psycho" (Par) (8th wk). Fat \$11,000. Last week, \$10,500.

Trans-Lux (T-L) (600; \$1.25.\$2)—
"Strangers When We Meet" (Col) (12th wk). Good \$4,100. Last week, \$4,300.

Uptown (SW) (1,300; \$1.49.\$2.75)—
"Can-Can" (20th) (17th wk).
Good \$6,000. Last week, same.

Warner (SW) (1,440; \$1.49.\$2.75)—
"Ben-Hur" (M-G) (27th wk).

Slipped to \$14,000. Last week, \$13,500.

#### 'Naples' Oke \$7,000 In Indpls.; 'Rosemary' 5½G

Indianapolis, Sept. 20.

The first-run situation here is "It Started in Naples" is doing moderate biz at the Circle to lead the town. "Rosamary" is getting fair returns at Loew's. "Ben-Hur." now in 28th stanza at Lyric, is run-ning below recent steady level.

Estimates for This Week

Estimates for This Week

Circle. (Cockrill-Dolle) (2,800; 90\$1.25)—"it Started in Naples",
(Par). Oke \$7,000. Last week,
"Psycho" (Par) (5th wk), \$6,500.

Keith's (Cockrill-Dolle) (1,300;
(90-\$1.25)—"Ocean's 11" (WB) 5th
wk. Okay \$5,000. Last week, \$7,000.

Loew's (Loew's) (2,427; 75-\$1)—
"Rosemary" (FAW) and "Virgin Island" (FAW), Mild \$5,500. Last week, "Night Fighters" (UA) and "Cage of Evil" (UA), \$5,000.

Lyric (Cockrill-Dolle) (850; \$1.25-\$2.50) — "Ben-Hur" (M-G) 28th wk Nice \$6,000. Last week, \$7,500.

#### **NEW YORK**

(Continued from page 9)

(WB) begins reserved-seat engage-ment Monday (26).

Forum (Moss) (813; 90-\$2)—"All Young Men" (Col) (4th wk). This stanza winding up tomorrow (Thurs.) is seen scoring solid \$20,-000 or more. Last week, \$19,000. Continues.

Paramount (AB-PT) (3,665; \$1-\$2)—"Let's Make Love" (20th) (3d wk). The second week finishing to-(Wed.) is likely spectable \$36,000 after \$45,000 for previous session.

Radio City Music Hall (Rocke fellers) (6,200; 90-\$2.75)—"Song Without End" (Col) (6th-final wk). The final round of topnotch run is seen winding up today (Wed.) with good \$127,000. Last week, \$125,000. "Dark At Top of Stairs" (WB) opens tomorrow (Thurs.).

(WB) opens tomorrow (Thurs.).

Rivoll (UAT) (1.545; \$1.50-\$3.50)

"Can-Can" (20th (29th wk). The
28th week concluded last night
(Tues.) with ok, \$21,000 after
\$20,500 for 27th round. "The
Alamo" (UA) opens Oct. 26.

State (Loew) (1.900; \$1.50-\$3.50)

"Ben-Hur" (M-G). (44th wk). The
43d week ending today (UA)

43d week ending today (Wed.) looks to hit sturdy \$45,000 for 10 shows after \$49,000 for the previous week. Continues. 43d

Victoria (City Inv.) (1,003; 50-\$2)—"Started in Naples" (Par) (4th wk). The third stanza ending tomorrow (Thurs.) looks likely to reach fine \$22,000. Last week \$20,000

\$20,000.

Warmer (SW) (1,416; 90-\$2)—
"High Time" (20th) (2d wk). The opening session winding up Friday (23) is seen scoring a good \$26,000 or near. In ahead, "Time Machine" (M.-G). concluded final nine days with \$15,000.

#### First-Run Arties

First-Run Arties
Baronet (Reade) (430; \$1.25-\$2)

"Psycho" (Par) (14th wk). The
13th week ending today (Wed.)
looks like okay \$6,500 after same
total for the previous round. "It
Happened Broad Daylight".
(Conti opens Sept. 29.

Fine Arts (Dayls) (468; 90-\$1.80)

"Hiro shima Mon Amour"
(Zenith) (19th wk). The 18th
round ended Sunday (18) with fine
\$9,500 after \$10,600 for the 17th
week. Continues Indef.

Beekman (R&B) (590; \$1.20-\$1.75)

"Sons and Lovers" (20th) (8th

—"Sons and Lovers" (20th) (8th (19) with solid \$7,000. Last week

wk). Seventh round ended Monday (19) with solid \$7.000. Last week, \$8,500. Continues.

Fifth Ave. Chema (R&B) (250; \$1.25-\$1.80) — "Green Carnation" (Indle) (m.o.) "(4th wk). The third session finished Sunday (18) with okay \$3.300. Last week, \$4,400. Picture was originally titled "Trials of Oscar Wilde." "The World of Aptu (Harrison) opens Oct. 4.

Normandie (T-L) (592; \$1.25-\$1.80)—"Gran-Can" (20th) (28th wk). Snappy \$4,000. Last week, \$3,000. The fifth round concluded (Trues.) with okay \$5,200 or near. Last week, \$6,000. "Royal Ballet" (Logar) opens Oct. 4.

Little Carnegie (L. Carnegie) (520; \$1.25-\$2)—"Gran-Can" (20th) (28th wk). Tepid \$7,000. Last week, \$6,000. "Royal Ballet" (Logar) opens Oct. 4.

Little Carnegie (L. Carnegie) (520; \$1.25-\$2)—(520; \$

"I'm All Right, Jack" (Col) (22d wk). The 21st round ended Sunday (18) was big \$10,500 after \$10,000 for preceding stanza. Continues.

Murray Hill (R&B) (565; 95-\$1.80)—"Started in Naples" (Par) (4th wk). The third session ending tomorrow (Thurs.) Is seen heading for sturdy \$12,000 after \$13,000 for second week. Continues.

Paris (Pathe Cinema) (568; 90-\$1.80)—"End of Innocence" (Un-ion) (4th-final wk). The third ses-sion ended Sunday (18) with fair \$6,100 after \$7,500 in second week. "The Ostrich Has Two Eggs" (Janus) opens Monday (26),

Plaza (Lopert) (525: \$1.50-\$2)—
"Apartment" (UA) (15th wk). The
14th week finished last night
(Tues.) with solid \$10,000 after
\$9,500 for the previous round. Continues.

68th St. Playhous (Leo Brecher) (370; \$1.25-\$2) — "Oscar Wilde" (FAW) (14th wk). The 13th session finished Sunday (18) with okay \$4,000. Last week, \$4,700.

Sutton (R&B) (561; 95-\$1.80) —
"School for Scoundrels" (Cont)
(11th wk), The 10th frame conciuded Sunday (18) with nice \$8,
800 after \$8,500 for the ninth session. "The Entertainer" (Cont)
bpens Oct. 3.

Trans-Lux 52d St. (T-L) (540; \$1\$1.50)—"Let's Make Love" (20th)
(3d wk) Scoond west winding the

(3d wk). Second week winding up today (Wed.) looks likely to reach sturdy \$18,000 after \$20,000 for the premiere round. Continues.

World (Perfecto) (390: 90-\$1.80) wk). The seventh canto finishing tomorrow (Thurs.) is seen tallying a fast \$8,500 after \$7,500 last week.

Stays.

Trans-Lux 85th Street (T-L) (550; \$1.25-\$2—"Carousel" (20th) (reissue) (3d, wk). The second round ending fomorrow (Thurs.) is likely to score okay \$4,000. Last week, \$4.500. "Inherit the Wind" (UA) is set open Oct. 12. day-dating with 5stor on Broadway dating with 5stor on Broadway. dating with Astor on Broadway.

#### LOS ANGELES

(Continued from page 9)

"Five Bold Women" vded Sky." (WB) (Ba (Cit) and "Five Bold Women" ("Crowded Sky" (WB) (Baldy Dull \$19.500, Last week Pant with Los Angeles, "Helt to Fnity" (AA) (2d wk), "Kings Forth" (UA) (reissue) (1st (Baldwin).
(Baldwin).
(Pantages
Il to Eter-\$13,400. Hillstreet with Hawa "13 Ghosts" (Col), "Electron Monster" (Col) (2d wk), \$5,700. Hawaii

Fine Arts (FWC) (631: 90-\$1.50)

"Sons and Lovers" (20th). Great
\$10,000. Last week, "Jungle Cat"
(BV) (5th wk, 9 days), \$3,600.

El Rey (FWC) (861; 90-\$1.50)—
"The Apartment" (UA) (moveover)
and "Some Like If Hot" (UA) (re-

Some Like It Hot (UA) (re-issue). Oke \$3,200.

Downtown, Vogue (B&B-FWC) (1,757; 810; 90-\$1.50)—"All the Young Men? (Col) and "Enemy General" (Col) (2d wk, Downtown; 1st wk, Vogue). Fair \$8,300.

Los Angeles, Hawaii (FWC-G&S) (2,019; 1,106; 90-\$1.50)— "Hell to Eternity" (AA) (3d wk. Los Angeles; 1st wk, Hawaii) and "Seven Guns to Mesa" (AA) (moreover) (Los Angeles), "10.000 Bedrooms" (M-G) (reissue) (Hawaii) (1st wk). Handy & 8000 Handy \$8,000

Beverly (Elect) (1,150; \$1-\$2). "Subterraneans" (M-G) (3d wl Soft \$4,000. Last week, \$5,200.

Chinese (FWC) (1,408; \$2-\$2,40)
-"Let's Make Love" (20th) (4th
k). Firm \$11,000. Last week,

Hollywood Paramount (Elect) (1,468; 90-\$2)—"All Fine Young Cannibals" (MG) (5th wk). Light \$6,300. Last week, \$7,000.

Irls (FWC) (825, 90-\$1.50)— Psycho" (Par) (6th wk), Healthy

Warner Beverly (SW) (1,330; \$2-\$2.40)—"Strangers When We Meet" (Col) (9th wk). Busy \$5,100. Last week, \$5,000.

#### 'SKY' LOFTY \$5,000, L'VILLE: 'ANGEL' 71G

Louisville, Sept. 20.

Louisville, Sept. 20.

First-runs are healthy this week.
New entries "Crowded Sky" at
Mary Anderson and "Angel Wore
Red" at United Artists are both
fetching nice takes. Despite heavy
rains and coolish weather, "Psycho"
in third frame at the Kentucky is
still topping the town.

Kentucky State Fair ended its 10-day run with the Grand Championship Horse Show, the main event. But rains on opening and closing days contributed to lowest attendance since 1952.

Estimates for This Week

Brown (Fourth Avenue) (1,200; \$1:25-\$2.50) — "Ben-Hur" (M-G) (18th wk). Sagging slightly to mod-est \$5,500, after last week's perky

Kentucky \$1 25)—"Psy Kentucky (Switow) (900; 75-\$1.25)—"Psycho" (Par) (3d wk). Tops town at healthy \$10,000, after last week's loud \$14,000.

\$6,000

Mary Anderson (People's) (900; 75-\$1)—"Crowded Sky" (WB). Good \$5,000. Last week, "Oceans 11" (WB) (6th wk). Mild \$4,500.

United Artists (UA). (3,000; 75-\$1)—"Angel Wore Red" (M-G) Brisk \$7,500. Last week, "Elmer Gantry" (UA), 3d wk. Oke \$6,500.

#### **DETROIT**

(Continued from page 9) Wild One" (Col) and "The Mob" (Col), \$8,000.

Adams (Balaban) (1,700; \$1.25-\$1.50)—"All Young Men" (Col). Good \$15,000 Last week, "Angel Wore Red" (M-G), \$6,000 in second

United Artists (UA) (1,667; \$1.25-\$0.00)—"Ben-Hur" (M-G) (31st wk). Wham \$20,000. Last week, \$14,300.

Music Hall (Cinerama, Inc.) (1. 208; \$1.55-\$2.65) — "Windjammer" (NT), (26th wk). Fine \$15,000. Last week, same.

week, same,
 Trans-Lux Krim (Trans-Lux) (1,000; \$1.49\$,1.65) — "Come Dance
With Me" (Indie) (4th wk), Oke
\$4.000. Last week, \$5.000.
Mercury (UM) (1,470; \$1.\$1.49)
— From the Terrace" (20th) (6th
wk), Good \$11,000. Last week, \$12,100.

#### **CHICAGO**

(Continued from page 9)
Boff \$43,000. Last veek, "Pollyanna" (BV) (6th wk), \$13,000.
Surf (H&E Balaban) (685; \$1.80)
—"Man in Cocked Hat" (Show).
Loud \$3,700. Last week; "39 Steps"

Loud \$3.700. Last week, \$9 Steps (20th) '3d wkl, \$4.300.

Todd ('Todd) 1,089; \$1.75-\$3.50)

"Ben-Hur" (M-G) (39th wkl).
Stellar \$21,500. Lost week, \$23,000.
United Artists (B&K) (1,700;
0.\$1.80). "Strangers When We Meet" (Col) (4th wkl). Potent \$17,

000. Last week, \$21,000.

Woods (Essaness) (1,200; 90\$1.80)—"Elmer Gantry" (UA) (5th
wk) Busy \$17,000. Last week,

wkr. Bissy \$17,000. Last week, \$20,000. World (Teitel) (606; 90-\$1.50)— "Threepenny Opera" (Brandon). Socko \$7,400. Last week, "Easiest Profession" (Indie) (1st wk), \$5,800.

#### BALTIMORE

(Continued from page 8)

Can-Can' (20th) \$2.50) Good \$4,000 after \$4,600 last

week.

New (Fruchtman) (1,600; 50\$1.25)—"Let's Make Love" (20th)
(3d wk). Down to \$5,500 after
\$5,000 in second.

Playhouse (Schwaber) (460; 90\$1.50) — "School for Scoundrels"
(Cont) (5th wk). Steady \$2,700
after \$2,800 in fourth.

Stanton (Fruchtman) (2,800; 50\$1.25)—"Ocean's 11" (WB) (5th
wk). Down to \$5,000 after \$6,500
in fourth.

wk). Down to \$5,000 arer \$0,000 in fourth.

Town (Rappaport). (1,125; \$1.49-\$2.50) — "Ben-Hur" (M-G) (25th wk). Holding nicely at \$8,000 after \$9,000 in previous week.

# **'Sky' Mild \$11,000,** Hub; 'Pay' 14G

Boston, Sept. 20

Boston, Sept. 20.

There's a downward trend at the b.o. with plethora of holdovers and heavy competish from legit shows.

Three new entries are only mild, "Crowded Sky" at the Orpheum; "Pay Or Die" at the Paramount and "Enemy General" at the Pilgrim, "Let's Make Love" is bowing out at the Metropolitan after a sad four weeks. "Ben-Hur" continues an alltime big grosser at the Saxon, where it is torrid in its the Saxon, where it is torrid in its

#### Estimates for This Week

Astor (B&Q) (1,270; \$1.75) —
"Strangers When We Meet" (Col)
(5th wk). Oke \$8,000. Last week,

Beacon Hill (Sack) (678; \$1.50)—
"Come Dance With Me" (Union)
(3d wk), Nice \$8,000. Last week, \$10,000.

\$10,000.

Boston (Cinerama, Inc.) (1,354; \$1.20-\$2.65)—"This Is Cinerama" (22d wk). The 21st week ended Monday (19) was okay \$8,000. Last week, ditto.
Capri (Sack) (900; \$1.25-\$1.50)—"From Terrace" (20th) (10th wk).
Cod \$5.00 (7.55) web \$5.000.

Good \$5,000. Last week, \$6,000. Exeter (Indie) (1,376; 75-\$1.25)

Exeter (Indie) (1,376; 75-\$1.25)
—"School for Scoundrels" (Cont)
(6th wk). Fifth week ended Friday
(16) was smart \$7,800. Last week,
\$8,000.
Gary (Sack) (1,277; \$1.50)
—"Started in Naples" (Par) (4th wk).
Fine \$10,000. Last week, \$12,000.
Kenmore (Indie) (700; \$1.25-\$1.50)
—"Carry On Nurse" (Gov)
(17th wk). Slick \$5,500. Last week,
\$6,000.

\$5,000.

Metropolitan (NET) (4,357; 70\$1.10)—"Let's Make Love" (20th)
(4th wk). Poor \$7,000. Last week,

same.

Memorial (RKO) (3,000; 60-\$1.10)

—"Occan's 11" (WB) and "Young
Jesse James" (20th) (6th wk).
Torrid \$15.000. Last week, \$18,000,
New Fenwy (Indie) (1;350; \$1.25-\$1.50|—"Hiroshima Mon Amour"

New Fenway (Indie) (ft.350; \$1.25-\$1.50|—"Hiroshima Mon Amour" 'Zenith' .3d wk'. Good \$5,000. Last week, \$7.500. Orpheum (Loew) (2,900; 90-\$1.50)—"Crowded Sky" (WB) and "Dial M for Murder" (Indie). Fair \$11,000. Last week, "Angel Wore Red" (M-G) and "Music Box Kid"

Red" (M-G) and "Music Box Kid" (UA), \$12,000.

Paramount (NET) (2,357; 70-\$1.10)—"Pay Or Die" (AA) and "Hypnotic Eve" (AA). Slick \$14,000.
Last week, "Psycho" (12th wk), \$9.

Pilgrim (ATC) (1,900: 60-\$1.10)
—"Enemy General" (Col) and "As
Sea Rages" (Col), Flashy \$9,000,
Last week, "One Foot in Hell"
(20th) and "When Comedy Was
King" (20th) (rerun, \$8,000.
Saxon (Sack) (1,100; \$1.50-\$3)—
"Ben-Hur" (M-G) (44th wk), Great
\$17,000 Last week same

"Ben-Hur" (M-G) (44th wk), Great \$17,000. Last week, same. State (T-L) (730; 75-\$1.25) — "Naked Holiday" (Indie) and "Love in the City" (Indie) (3d wk), Hot \$5,100 and holds for fourth. Last week, \$5,800.

#### 75G Facelift for Riviera, Scranton Downtown House

Scranton, Sept. 20.
Penn Paramount Corp. will spend about \$75,000 to renovate the Riviera, smaller of its two downtown houses here, and revert to first numerical.

town houses here, and revert to firstrun policy.

The 32-year-old house, which has been playing double features for the action trade, will get wide-screen, stereophonic sound, new seats, new carpeting and new light fixtures, in addition to a renovated front, redecorating job and a new name. The latter will come from a contest among fans, with the winner getting a \$100 government bond.

Lack of product caused the deci-

bond.

Lack of product caused the decision to shoot the works, in an effort to compete with two Comerford downtowners for the class trade. The other Penn Paramount house The other Penn Paramount nouse is the Strand, which has been holding its own against Comerford Amusement Co.'s Comerford and

West Side.

Renovating of the Rivlera in-Renovating of the Rivlera involves the biggest sum spent on a hardtop here since 1946. The trend has been the other way, with the downtown Capitol demolished to make a parking lot and a flock of neighborhood houses shuttered. Riviera and Strand were owned jointly by Comerford and Paramount until the consent decree in 1949. Formation of Penn Paramount Corp. followed.

## Col's Book-Bally Budget

#### Studio's 'Interns' Spending Limited to Plugs For Novel to Keep Title Alive

Hellywood, Sept. 13. Columbia Pictures, out of the publicity budget earmarked for its filmization of "The Interns," novel by Richard Frede, is now spending sums to stimulate sales of the Random House hardcover publication Indie producer Bobby Cohn will not start shooting till spring at least, hence film cannot be in re-leased till next summer at the earliëst.

Cohn's thought is that by stim-Cohn's thought is that by stimulating book sales he can keep public awareness of the novel more alive pending pic's release, thus can solidify pre-sold values of p.operty. Walter Newman has just begun work on the screenplay; no casting has been done.

casting has been done.

The novel, which emerged in early spring, had a brief ride on the best-selling lists, in most istances on lower rungs. When it began to fade Cohn broached his ideas to Col pub-ad veepe Paul Lazarus and studio chief tub-thumper John Flinn. Through them he secured a slice of the pub budget.

To stimulate interest of booksellers hereabouts in nushing the publication, Cohn recently threw a cocktail party at the Col studio. Flinn now has had taped some radio spots—again strictly plugging the novel— and these will be test-ed here. If it is felt this stirs more book sales, spot time will be pur-chased in New York and other

keys.

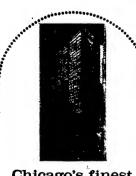
When George Sidney was producing "Pepe" recently, Cohn got him to have Zsa Zsa Gabor carry an oversize mockup of the "Interns" cover in her arm when doing a cameo bit with Cantinflas. Theory was that with "Pepe", going into two-a-day release around Christmas, the sequence will keep the title of "Interns" bef re the public. Cohn this week also started lining up Col contractees to pose for stills reading the novel.

While Cohn will not reveal the

While Cohn will not reveal the precise amount being spent to exploit strictly the novel, he explains the film version really cannot be plugged at this time because it is not cast, and he really doesn't know the approximate release date.

Bantam Books has paperback rights to "Interns," but is standing pat on its determination not to pat on its determination not to spring its edition till the film comes out, so that pre-sold facet is out as far as Cohn's film is con-

Saul David, now a production exec at Columbia, was the well-spring of "Interns" when he was



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secutive House

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an exec with Bantam last year. According to David, Jerry Wald suggested to him that a novel about hospital internship night be timely and also might prove fine film fod-der. David screened a lot of New York writers and picked Frede. Bantam advanced him \$2,000 Bantam advanced him \$2,000 against paperback royalties while he was writing it and also arranged the hardcover publication by. Random House. Wald, oddly, did not snare the picture rights. Columbia getting these for \$75,000 down and by giving a percentage of profits to Frede.

Cohn says Wald, as has been reported occasionally, definitely does not have a piece of the Col pic, but he does not preclude the possibil-ity that Wald may have a piece of Frede's piece of the pic.

#### Cooper Found'n Theatres' Grants to Educ'n Total \$1,500,000 in 16 Years

Omaha, Sept. 20.

Cooper Foundation Theatres last cooper roundation Theatres last week reported that, since 1944, it has contributed and donated more than \$1.500.000 to schlorships research work and developing playgrounds and community projects in the midwest.

The Foundation circuit includes houses in Omaha and Lincoln, Neb.: Colorado Springs. Greeley, Pueblo and Grand Junction, Colo.; and Oklahoma City, Okla.

and OKIAHOMA CIty, Okla.

The circuit is owned by the Foundation, a charitable and educational foundation established by the late J. H. Cooper in 1934, with headquarters in Lincoln.

The report said "business results for 1939 showed a marked increase from 1958."

from 1958.

from 1958."

The Foundation, which is building a new circular theatre in Denver for Cincrama, operates other business and its seven operating companies employ more than 250

companies employ, people.

K. E. Anderson is general manager, while directors include R. E. Campbell, C. W. Battey, A. S. Raymond, E. N. Thompson, T. A. Sick, W. W. Putney, E. N. Van Horne, Sam Waugh and J. Lee Rankin.

#### **YOUNGSTEIN CHIDES: FABIAN KNOWS BETTER**

Exhibitors are at least as much to blame for the existing picture shortage as are producers and distributors. United Artists v.p. Max Youngstein declared at TOA convention last week. In brisk terms, Youngstein answered charges made earlier by American Congress of Exhibitors prexy S. H. Fabian, at a jammed session of the convention.

"Mr. Fabian said."

"Mr Fahian said that since divorcement studios no longer were responsible for keeping their own theatres open and therefore were free to disregard the future of all

theatres open and therefore were free to disregard the future of all theatres," explained Youngstein. "To put producers and distributors into the role of villain of the product shortage by attributing to them a calculated disregard for theatres is completely at variance with any of the facts."

In criticizing sharply the attitude of exhibitors, Youngstein emphasized that it was exhibitors who instigated the consent decree separating production from theatres. "So the basic blame." he went on, "for any of the harmful things which have come out of the anti-trust decree must fall to the exhibitors."

Youngstein had something to say about Fabian's attack on production companies for selling their theatrical film backlogs to television. Said the UA v.p.. "It certainly must be known to a businessman as smart as S. H. Fabian that there is absolutely no choice and there never has been. The money was needed to keep nearly every company in production. And that there is absolutely no choice and there never has been. The money was needed to keep nearly every company in production. And speaking specifically about Unit-ed Artists, every bit of that money has been poured back into feature production and the theatre owner has benefited from this."

#### HI SCHOOL FOOTBALL AT NITE HURTS PIX

Minneapolis, Sept. 20.

New distraction this autumn:
two night high school football
games—the choicest—are being
held weekly, instead of one on
Fridays, as formerly. The addition—
al one is on Wednesdays. There
also are six Friday afternoon contests tests.

It's worse opposition for the It's worse opposition for the showhouses than felevision. For three major opening high school games last Friday, for example, the attendance was 27,000—mostly young people who comprise one of the most important segments of

#### Loew's to Produce

Continued from page 7;

Continued from page 7

Loew's will in no way preempt pix for its own 97 theatres. To forestall possibility of Loew's bidding too high for its own pix (figuring-to make up in distribution what it loses in exhibition) a "generalized ceiling" will be placed on Loew's bids, Silverman explained. Indication that whatever, slate Loew's elects to produce will be in major picture category (pending court approval, of course) was made by Picker who pointed out first-run nature of most of his houses, and by. Silverman who stated his department's attitude that more better pix and not merely more pix is what theatremen need today.

The attorney said department

more pix is what theatremen need today.

The attorney said department surveys show that in the peak years of 1946. '47 and '48, there were 749 pictures released by the major distributors whereas in the "lean" years of 1956, '57 and '58 there were 742 pix released by them—a difference of only seven pictures. Survey also showed, he said, that the average icture is booked into one-half or one-third or less of all theatres. He opined that changes in the market—especially growth of television—were to blame for the so-called picture shortage. The industry, he said, has actually made more quality pictures recently than ever before but still more are needed to meet to competition.

but still more are needed to meet to competition.

The Justice Dept., Silverman said, "has not been doctrinaire and does not operate in a vacuum" but has permitted an "evolutionary process" to take place since the out has permitted an "evolutionary process" to take place since the divorcement. He recalled that the first significant change came in 1953 when the Stanley Warner circuit was permitted to produce Cinerama. National Theatres was Cinerama. National Theatres was permitted to produce and distribute Cinemiracle and later Todd-AO—on the principle that unique and expensive processes were involved to a point where the companies needed guarantees.

#### 1954 Nix For NT Chai

In 1954. Nix For NT Chai

In 1954. National Theatres, he said, wanted to produce pix but department's attitude was that NT could do so only if it gave other circuits and indic exhibs "preferred access" to product. Now, with the tentative approval of the Locw's proposal, the principle's evolved that a divorced circuit may become a producer-distributor and have equal access, as exhibitor to its own product. Department has refused to accede to argument that a circuit can produce pictures yet not thereby also control their distribution, whether or not the films are released through another company.

Practical significance for the im-Practical significance for the immediate future includes the possibility that Stanley Warner Corp. because of its healthy financial posture and relative lack of encumbrances, may choose to availities of the department's changed policy. Possibility of National Theatres following suit at this time is more problematical. The consent decrees of RKO and of American Broadcasting-Paramount Theatres are such that court approval would not be necessary—a fact which the latter utilized when it initiated its short-lived production program.

The degree to which the depart ment's new policy will permit the virtual re-building of integrated production-distribution exhibition production-distribution - exhibition companies is dependent on too many factors to make prediction safe—especially in view of AB-PTs' entry into and subsequent with-drawal from the field—but the major legal obstacle to that development is, court willing, on its way to being removed.

#### Film Reviews

#### Sunrise at Campobello

in 1958, shortly after he exited as production head of MGM, then it can be said with equal confidence that this film should mark the beginning of a new and brilliant career for Greer Garson. She comes through as Eleanor Roosevelt with a deeply moving, multifaceted characterization that reveals an understanding of emotions which transcends the point beyond which it seems possible for a director or writer, with all due respect, to assist in the creation of a performance. Miss Garson succeeds astonishingly in submerging her own personality and, considering the distinctive voice of Eleanor Roosevelt, the total impression is all the more remarkable.

Miss Garson is a major source of Miss Garson is a major source of Interest, merging from a shy, introspective wife and mother to suggest, as the film ends, the positive, humane and politically conscious woman now so well known to the world. The side of Eleanor Roosevelt revealed in this picture—the strengths of reserve she draws upon in tircless nursing and wifely devotion to a husband undergoing a trying psychological rebirth, the while giving patience, sympathetic understanding and love to five growing children and fending with a less than adoring mother-in-law—commands respect and affection.

Dona Lucrea Marcello Mascroan Medical Marcello Medical Marcello Marcello Marcello Marcello Marcello Mascroan Marcello Medical Marcello and affection.

The wonderful thing about "Sun-rise at Campobello" is that it flows rise at Campobello" is that it flows in the outdoors and the livingroom as a good motion picture should (for which cameraman Russell Harlan and editor George Boemler also are entitled to take bows). This is the kind of teamwork that complements splendid writing, direction and acting. In the last department there is a third tower of strength in the person of Hume Cronyn's. Louis Howe, the wizehed, asthmatic, devoted friend and political Svengali to Franklin wizened, asthmatic, devoted friend-and political Svengali to Franklin Roosevelt. The latter's nother, sharply illumined in the perform-ance of Ann Shoemaker, is openly hostile to chain-smoking Howe whom she suspects of being more intent about being the tail on her son's then questionable and tit-terly outlandish in Sara Roose-velt's eyes at the time) political kite.

The part of Howe calls for many illuminating facets of personality and Cronyn invests the role with rich and compelling artistry. The is, considering the sober nature of rich and compelling artistry. The ris, considering the sober nature of the subject, a surprising amount of humor in "Campobello" and a good measure of it is deftly generated by Cronyn. Although only in two scenes, Alan Bunce (from the play cast) makes a strong impression as Al Smith, the "Happy Warrior." in whose behalf Roosevelt writes a stinging rebuke to groups opposing Smith because of his Roman Catholicism. The Roosevelt children are played with a nice dash of naturalness, particularly by Tim Considine and Zina Bethune, As Missy LeHand, the devoted secretary, Jean Hagen is delightful. Lesser roles are capably handled by Frank Ferguson. Lyle Talbot, David White, Herb Andersen and Otis Greene. Schary himself has a good moment as chairman of the Connecticut delegation who yields to New York on the convention floor.

the convention floor.

Franz Waxman's score makes a big contribution, notably to the convention sequence. Pic begins with an overture, about eight minutes, of melodious oldtimers. Tunes, which perhaps will stir more emotions among the over-40 viewers, are a welcome mood-setter for a picture that should live long and fondly in the memory of most viewers.

#### McDONNELL RETIRES; PIC **SALESMAN 40 YEARS**

Austi, Tex., Sepf. 20.
After nearly four decades as a film salesman, Grover McDonnell has retired. If he had worked eight more months, he would have rounded out his 40th year in the industry, all 40 as a salesman, and all of them travelling South Texas

He started with Metro as a sales-man in 1921 and worked continuously out of the Dallas branch out office. For the past 12 years he has been with 20th-Fox, and the previous 15 years were with Re-

#### Where The Hot Wind Rlows

Post dubbed Franco Italian film with Gina Lollobrigida and Yves Montand. Comic and

Hollywood. Sept. 15.

Metro release of Jacques Bar production (for The Group of Four and C.E.)

Joseph E. Levipe presentation. Stars Gina Lollobrigida, Yves Montand: features Ferre Brasseur, Marcello Mastroiami, delina Mercouri, Faolo Stoppa. Directed ovel by Roger Vailland: dialox. Francise Giroud: camera, Otello Martelli, usic, Koman Uad; song, Where the let Und Blows: Jimmy McHugh, reviewed at Metro. Sept. 14, 760, Rung time, 120 MinS. Gina Lollobrigida Martella Gina Gina Lollobrigida Martella Gina Gina Lollobrigida Martella Gina Company Com

at Metro. Sept. 14, 70. Run1720 MINS.
Ginz Lullobrigida
e Pierre Rrasscur
eer Marcello Mastroianni
rezi Melina Mercouri
Paolo Stoppa
Raf Mattioil
Vittorio Caprioili
Teddy Billis
Ludia Alfonsi
Edda Soligo

rector Jules Dassi the sex appeal rector Jules Dassi the sex appear of Gina Lollobrigida, the dramatic talent of Yves Montand and the Italian atmosphere to make a tragicomic romp which, despite post-dubbing, should do very well on the American market at which the Jacques Bar production

Miss Lollobrigida depicts the virginal village temptress who's also a kind of female Fagin, in-ducing local youths to steal for

ducing local youths to steal for her. Light-heartedly amoral, she's chaste merely to be chased and hopes to marry well—hence she steals in order to collect a dowry. Montand portrays a scar-faced gaugster who seeks power and social position, partly for the sake of his handsome son, li ned by Raf Mattoli, but is opposed by the ristocratic but poor incumbent, portrayed by Pierre Brasseur.

Hat'set for the eligible young

portrayed by Pierre Brasseur.

Hat set for the eligible young engineer Marcello Mastrolanni, the temptress spirins the gangster scarring his face further in attempted rape—inherits the arisstorat's wealth and brings the hapless engineer to bay. Gangster dishonored when he provokes his son's listness iplayed by Melina Mercouri) to suicide and the laddeserts him. deserts him

deserts him.

Many of the scenes are frankly contrived so, as to show the luscious Lollobrigida to best advantage. Besides, she acts with appealing zerl and a fine sense of the comic. Ladies are apt to be too absorbed with Montand to object.

Dassin's expert touch is every-where felt, despite contrivances and devices. Cam wheels and devices. Cam wheels through carnival scenes, meanders through carmival scenes, meanders down beaches, plummets with the suicide and keeps constant the sense of movement while si nutraneously noticing provocative detail. He draws excellent performances from all concerned.

Title tune by Jimmy McHugh and Buddy Kaye and sung by the Ames Bros. should help promotion some and technical aspects — except for single-level, poorly synced post-dubbing—are satisfactory.

#### Newman-Ritt Indie

Hollywood, Sept. 20.

Paul Newman and director Mar-Paul Newman and unconstant tin Ritt are partnered in a new indie outfit which has signed a five-pix deal with Paramount. Actor will star in three of the pi to be filmed over a several-year

Newman and Ritt will head-quarter on the Par lot.

#### New York Theatre

RADIO CITY MUSIC HALL-THE DARK AT THE TOP OF THE STAIRS
ROBERT PRESTON DOBOTHY MEGUINE
A WARMER BROS, PICTURE IN TECHNICOLOR ON STAGE "THREE CHEERS" & "NOL MORE!"

# PAR'S TORONTO TEST GUMSHOE

## **Emotional Petitions Discounted**

Novins Reminds Exhibitors That Toronto Rolls Up Toll Know-How

Public-directed campaign under-taken by the Joint Committee Against Pay-TV is being dismissed by Paramount, as owner of Inter-national Telemeter, as all but meaningless. The exhib-backed project, which seeks 30,000,000 sig-natures on petitions placed in these meaningless. The eximulations project, which seeks 30,000,000 signatures on petitions placed in theater lobbies across the country. "Is so flagrantly slanted that I don't think the public will take it seriedent of Par's Telemeter division.

"To state the netition campaign is

He said the petition campaign is akin to an election in Russia, for it doesn't give the public the opportunity to say yes or no. They're supposed to vote only against payty or not vote at all.

Novins declared the only real test has already taken place in West Toronto, where Telemeter has been running since last Febru-ary. This, he said, has been over-whelmingly in favor of Telemeter.

Interesting angle herein is fact that many exhibitors who have joined in the fight against Par's Telemeter, via their enlistment of public support; are nonetheless Par's customers for theatrical product.

Novins said his and other Par execs' reaction is this: "We love all our customers—even the misguided ones."

#### **Lippert Views**

Continued from page 5

patrons. From their comments he learned what types of films went best in his house; he also subtly inspired them to provide some word-of-mouth among their friends when they like a picture. Every retailer, except the 1960 model exhib, personally mingles with the customers once in a while. "In the past, exhibs personally exploited on the neighborhood level. What theatre does today? Not more than ten in one hundred. I

level. What theatre does today? Not more than ten in 'one hundred. I feel that deep down most TOA members realize that nothing is gained by sound-and-fury complaints and finger-pointing; nor will anything be gained by converting that theatre into a bowling alley. Ten-pin kingpins have competition, too and the only reason they are doing so well now is because when their business went by a decade ago they went out and and two or three clicks in a row and the or three clicks in a row.

they are doing so well now is because when their business went by a decade ago they went out and revived public interest in bowling. And we sat by and idly let them do it."

Festival Faligue

Continued from page 2

idea of self-denial on the part of the majors by operating only on alternate years.

Though the FBFM has consistently favored, restriction on numbers, its attitude was strengthened after last weeks Executive had considered the report of its secretary, Andrew Filson, on the recently concluded Venice fest, which he described as "very unsatisfactory." It is understood that the method of selection, which gave the bost country, four out of the 14 films in competition, was most questionable.

Live of the professional investors the tall profits still can come from the production and distribution of the profession of the service clicks in a row and add up to a klondike.

Not long ago Paramount provided evidence of this. Company to total gross profit of \$19,600,000.

Additionally, Par has had a succession of hits in varying degrees. But one. "Psycho," will provide in the second half of 1960. In this case it's a matter of one picture when the product in competition, felt the product in competition, was most questionable.

Films-Legit

Alamo," committee of the professional investory the product in competition of the product in competition felt the product in competition, felt the product in competition, was most questionable.

New 3-Fold Program

Pittsburgh, Sept. 13.

The Variety Club here announced this week threefold program to aid handicapped children.

dren.

Chief Barker Lou Hanna said the club would establish a new brace center for the Rehabilitation Institute at St. Francis Hospital, set up a dental service for the children and expand facilities at Camp O'Connell which the club has sponsored for the last 20 years.

#### 60-Year Exhibition Vet Sez 'New Faces' Still Films' Most Vital Need

Minneapolis Sept. 20.
While it'll take some new stars and a ridding of "those silly westerns." there's still a future for films in theatres in the opinion of 84-year old Ben Huntley, who first introduced films in his home town, nearby Black Rivers Falls, Wis. 60 years and

introduced films in his home town inearby Black Rivers Falls, Wis. 60 years ago.

The great need for motion pictures is new faces, he believes. And his 79-year old wife, who describes herself as "show people from way back," agrees with him. Huntley's first connection with films occurred when he put on programs, at a lodge with the optigraph, a primitive moving picture projector, which his father-in-law had brought him from Chicago. After that he started showing pictures in Chicago and then with the late Carl Laenmle, who later went to Hollywood, produced several. He then toured Wisconsin and neighboring states putting on movie shows with improving projectors at lodges, fairs (in tents) the first project or the same project of the same project or the same project or the same project or same project in the same project or same project o

Continued from page 1

Joyce Grenfell

Local San Antonio Prod'r

Winds 'Weird One' for 30G

Trust, Adoption Committee for the Aid of Displaced Persons, the Four Her pictures open, Broadway will have a total of six hardticket Friends of the Poor & Gentlefolks Help.

If Miss Grenfell's idea clicks it could well lead to an end of the interminable string of Sunday night benefits which artists can rarely resist.

Continued from page 1

Meeks, said it noped that such a meeting would "clear the air" and bring about better understanding and constructive suggestions.

Horning about better underst

# SIX MONTHS OF

The run of International Tele meter in West Toronto has now passed the six-month mark and curious to the those who have observed the test in the precursory fashion, Paramount, as owner of the system, and Famous Players-Canddian, franchise holder, have yell to make public the specifics in terms of economics vis-a-vis audience acceptance.

Reason is this: The real test has

Reason is this: The real test has yet to come.

Par president Barney Balaban along with Louis Novins, head of the Telemeter division, and other exces believe that until now their offering has had a novelty value that just couldn't be gauged on a long-term basis.

They decided to sift no figures for their own purposes for the reason that statistics could well be misleading until a stabilized situation is arrived at. Meanwhile there has been the shakedown period—the period of technical economic and other adjustments that had to be a part of the breakin. This all is in accordance with original planning, Novins stated this week.

More Programming

#### More Programming

More Programming
The programming so far has comprised mostly motion pictures in current theatrical release and sporadic sports events. The crucial Part 2 of the West Toronto experiment with home toll, to begin shortly, will see a far more diversified lineup of pay-as-you-see shows—this to be the extent that films and sports will represent only about 55% of the total card. Novins, Balaban, et al. figure that the expanded programming, which will include legit and related show business offerings, will conclusively determine costs and income potential.

There now are over 5,500 Telemeter sets in operation in West

There now are over 5,500 Tele-meter sets in operation in West Toronto. The novelty for these home subscribers is wearing thin. A few more months, considering the enhanced programming, ought to tell just how much the customers are willing to pay-and for

what:

The Par-Telemeter people estimate they'll have their scorecards ready by next January Meanwille, there'll be no circulation of "misleading" figures and, to repeat, this scheduling is in line with the original blueprinting.

Picture Assn. of America yester-day (Tues.) approved the extension of an invitation to representatives of the SPG and exhibitor groups to meet with the committee for a symposium on motion picture ad-

The ad-pub group, which wants the session to take place within six weeks, said it hoped that such a meeting would "clear the air" and

## Claim 16,000,000 Anti-Toll Names

#### Fight Against Pay-TV Needs Funds-Called Unconcionable' Rather Than 'Inevitable'

Some 16,000,000 signatures have been collected in "grass roots" campaign against pay television being waged jointly by American Congress of Exhibitors and Theatre

Hollywood, Sept. 20.

Congress of America and ToA's seeking to raise \$250,000 within the next few weeks to finance stronger effort, according to Philip F. Harling, TOA anti-paysee chair-

man.

Activity Is sparked at this time by imminent Federal Communications Commission hearing on proposed Connecticut test of throughthe-airwaves tollvision by Zenith and RKO General and by failure of Congress to act on anti-paysee bills at recent session.

Funds, Harling explained, "will be used for the nation-wide campaign pointing toward adoption by Congress at its next session starting in January, of a bill to bar payty.

Harling admitted that the call for funds had been out for several months and that contributions have been few up to now, but he ex-pressed confidence that imminence of the showdown (as many exhibs regard the FCC hearing) should

regard the FCC hearing' should spark cooperation.

This latest development in TOA fight against pay-tv was disclosed by Harling last week at org's annual convention here, when he moderated a panel discussion on subject. Appearing with him were Mitchell Wolfson, past TOA prexy; Marcus Cohn, TOA attorney; and Sumner M. Redstone, Boston exhib.

Vested Angles?

Wolfson accused newspapers and magazines of having a vested interest in the success of pay television—'they would love to have the advertising dollars now going to. (free) television—hence, he

to (free) television—hence, he reasoned paysee is getting a lot of free editorial space.

Sounding the battle cry, Wolfson told exhibs, "I'm not trying to scare the pants off you, I'm trying to scare the lead out of your pants" and urged contributions to the anti-paysee fund.

Wolfson said that even tests should be outlawed and quoted Senator Frank Lausche: "... in my judgment, if the pilot-test authorization is given, the nose of the camel will be in the tent, and that will be a victory so great that

peat, this scheduling is in line with the original blueprinting.

Ask Symposium

On Advertising

In answer to the joint blast of the Screen Producers Guild and Theatre. Owners of America and antiquated" and the worst of any American industry, the advertising publicity committee of the Motion Picture Assn. of America vesterday (Tues.) approved the extension of an invitation to the extension of t

(Omitted from oral version of Wolfson's printed speech is statement, "We cannot count on very much support from other branches of the industry." but he cited attractiveness of paysee to producers and distributors.

Iractiveness of paysee to producers and distributors).

Pay-ty could be defeated legislatively, he said, because Congress would harken to argument that people invested lots of money in sets on assumption they'd get ty for free and all the paysee people have to offer is a "juke-box jamming device" and want a "license to pre-empt at will any ty channel so that they might extract a tribute." The sentiment was echoed by Sumner Redstone who called the electromagnetic radio-ty spectrum a "precious natural resource" which belongs to the people and should not become private property.

will make concrete the sort of programming the paysee company proposes. Panel was unanimous in its scorn of paysee claim to be purveyor of culture, insisting it would bid for mass audiences and would use same type of fare now available to appeal to that audi-

Harling explaoined that the 16. naring explained that the 18,-000,000 signatures on anti-paysee petitions have been collected on forms in theatre lobbies and mailed directly to Congressmen of the various states.

Regarding pay television exhibited in theatres. Harling said TOA has not taken a position opposing it and that there's no plan at the

#### Alfred Davis, British Association Chief, Due In Toronto to 0.0. Toll

London, Sept. 20.

London, Sept. 20.
Alfred Davis, president of the Cinematograph Exhibitors Assn., planes out for New York tomorrow (Wed.) on a six weeks survey of industry conditions and developments, which will take him also to Toronto and Hollywood. He will make a detailed report to the CEA on his return.

on his return.

In New York Davis will meet with toppers of the American exhibiting groups, and on the Coast he will gander current production at the major studios. His Toronto trip is at the invitation of Paramount, and primarily to take a first hand look at the toll-tv operation.

With payvee expected in Britain in the second half of this decade, the CEA prexy intends to make a close study of the Toronto experiment so that he can advise British exhibs of the best methods of regional participation, when the gional participation when the sys-tem eventually comes into opera-

#### Newcomer, Rentaslot TV. Awaits British Toll

London, Sept. 20.

New private company, Renta-slot Television, was formed last week to provide payvee services if and when Government okay is given. Outfit, which is a subsidiary of Relay Exchanges, is working on its own slot mechanism to be fit-ted to relay receivers. ted to relay receivers.

ted to relay receivers.

Pay-as-you-view can't come for a year or two, not at least until the Pilkington Committee has deliberated the whole future of British sound and tv reported to the Government. One who is confident that it will arrive is Roy Thomson, press tycoon and topper of the commercial tv web Scottish Television. Speaking at a Variety Club lunch last week Thomson declared that it would come "at a reasonably early date," adding: "Already this is spreading like wildfire in Canada. I am sure that eventually it is going to spread all over America, this country and the world."

Thomson also thought commer-

Thomson also thought commercial radio would get the green-light over here, to make an impact not as great as tv but still a big

# Miami a Mess as FCC Examiner **Urges TV Grant to Trammell's** Biscayne TV (Ch. 7) Be Revoked

RADIO-TELEVISION

Washington, Sept. 20.
In line with The Federal Communications Commission's stern ABC-TV 'Silents Please' munications Commission's Section Precedents, Special Hearing Examiner Horace B. Stern has urged that the grant of Miami televisión channel 7 be revoked and three of the four applicants be disqualified for alleged wire-pulling.

alleged wire-pulling.

At the same time, the Commission formally denied motion or stays of its recent decision in the Boston Channel 5 and Miami Channel 10 cases. In the Channel 5 case, the Commission vacated the grant to WHDH and ordered further comparative hearings. In the Channel 16 case, Public Service Television was ordered to get off the air and it and two of the other original applicants were diequal fied. The motions for stays were lodged by WHDH and Public Service.

Stern, whose more lenient rec-

WHDH and Public Service.

Stern, whose more lenient recommendations in the Channel 5 and Channel 10 cases were upset by the Commission, decided to go along with the tougher attitude and followed closely the urgings of Associate FCC General Counsel, Edgar W. Holtz.

Associate FCC General Counsel, Edgar W. Holtz.

Stern recommended that the grant of Channel 7 to Biscayne Television Corp. be set inside and further proceedings be held on disposition of the outlet. He also recommended that Biscayne, East Coast Television Corp. and South Florida Television Corp. all be disqualified, "having been guilty of misconduct and improper activities of a type that revealed a lack of proper respect for the integrity of the adjudicatory process." This would leave only Sunbeam Television Corp., the fourth applicant, clear and in the running for the new contest. Stern asserted that; ex-Commissioner Richard A. Mack, target of all the pressure, should have disqualified himself from voting in the case.

All in all, Stern said that while there were merit in the applications of the case.

ing in the case.

All in all, Stern said that while there was merit in the applications of Biscayne, East Coast and South Florida, "it is clear that they were not content to rest their respective claims on such merit, but forgeting the wise adage that 'Striving to better, we mar what's well,' they failed to realize that their ill-ad, vised attempts improperly to influence Commissioner Mack merely impaired the validity of any award they might be fortunate enough to gain."

Stern said of Biscayne that it

enough to gain."

Stern said of Biscayne that it attempted through improper means to influence Mack through both its officials and an emissary Biscayne prez Niles Trammell. exprexy of NBG and president of Biscayne, and James M. Cox Jr. President of the Miami News and veepee of Biscayne, both called on Mack or other members of the Commission while the decision was (Continued on page 44)

(Continued on page 44)

# Gitlin's Military **Technology Show**

NBC News has gotten the Dept. of Defense imprimatur for a week-ly half-hour film series to be aired during the '61-'62 tv season. Network news boss William McAndrew turned it over to executive producer Irving Gitlin, who'll start shooting footage, after the first of the year, on the scientific and technological aspects of all branches of the military.

Okav was given recently by NBC News has gotten the Dept

Okay was given recently by Murray Snyder, Ass't Secretary of Defense, and NBC has a free hand or over "space, occan, land and air" as it sees fit. Besides utilizing facilities of the Army, Navy, and Air Force, Gitlin's team tyet to be chosen) will work out of any other Federal agencies and institutions and private corporations having any connection with the U.S. Defense program. fense program.

fense program.

Series will be up for sale by NBC, but the web says it'll go into full production regardless of sales status. Tentative title is "Victory," and the network is not sure whether it'll be 26 or 39 episodes.

Gitlin said that meet of the series will be filmed on location.

# May Be Here To Stay

ABC-TV is multing the idea of taking "Silents Pléase" and putting it late next fall behind Walter Winchell on Sunday nights. If it can be pulled off, this would extend the network's Sabbath schedule until 11:45 p.m. every week.

"Silents Please," a potpourri of old motion pictures, holds a summertime slot Thursdays at 10:30, but departs from this nighttime, hour late in October. "Silents Please" is the work of indie producers Paul Killiam and Saul Turrell.

Winchell first moves into Su days at 10:30 p.m., but in late No-vember goes to Sundays at 11 p.m.

# **AM-TV Ownership**

Sherman.

Yet while Esquire came in the reports were growing that Newsweek, which is also a magazine publisher, was more actively seeking out of its 45% interest in KFSD-TV, San Diego. In on the operation since 1957, Newsweek is said to be feeling out potential buyers.

FCC has approved the Esquire purchase. Outfit is looking for more broadcast holdings. Esquire joins Time Inc.. Crowell-Collier, Meredith Publishing and Triangle as one of the publishing majors now in tv.

of the publishing majors now in tv. Thompson the agency.

#### Philly Parents Concerned Over Growing Violence. Crime Trend on Video

Philadelphia, Sept. 20. Parental concern

violence on televi pressed in an evaluation survey of 1,000 members of the Philadelphia Home and School Assn. released last week.

The survey covered programs seen between last November and May, and the overall reaction of parents to tv as found "favorable." Their alarm, however, stemmed from "the trend to more shocking type."

shocking type."

The Three Stooges were specifically criticized in the survey for "their dangerous practice of poking fingers i the eyes of others, thereby leading children to mimic this type of conduct." Singled out also was the program "The Life of Riley." because of its habit of "making the father usually appear stupid."

stupid."

"The killings used to take place off camera, which was bad enough, but now we see the whole gory process," said one objector. Another complained "The youngsters seem completely insensitive to m der, with killings a commonplace, an everyday occurrence." Still another commented. My youngster saw a tv character put lye in an enemy's coffee and suggested we do the same for a neighborhood nuisance."

nusance.

Objections were expressed to the use of hypodermic needles crime, which frighten children against their legitimate usage. The parents also opposed such ty-depicted activities as picking locks. depicted activities as picking locks, filing knives, mixing poisons, pre-paring explosives, using drugs, housebreakings and burglaries, set-ting fires, loosening auto brakes, cutting power lines and tampering with railroad switches.

#### SCHLITZ BUYS HALF OF OF 'SUN. SPORTS SPEC'

Jos. Schlitz Brewing Co. has broken the sponsorship ice on CBS-TV "Sunday Sports Spectacular," buying in for half-sponsorship of the 90-minute stanza over a 13-week skei

Pact starts Jan. 8, with J. Walter

# **TV Network Premieres**

(SEPT. 21 - OCT.1)

FRIDAY, SEPT. 23

Dan Raven (film), Action-Adventure, NBC, 7:30-8:30 p.m. Participating,

MONDAY, SEPT. 26
Dante (film), Action-Adventure, NBC, 9:30-10 p.m. Alberto Culver via Wade and Singer via Young & Rubicam.

TUESDAY, SEPT. 27

Alfred Hitchcock Presents (film), suspense: NBC (shifts from CBS), 8:30-9 p.m., Ford via J. Walter Thompson.

i Tom Ewell Show (film), situation comedy, CBS, 9-9:30 p.m. Quaker Oats via J. Walter Thompson and Procter & Gamble vi Leo Burnett. WEDNESDAY, SEPT. 28
Hong Kong (film), Action-Adventure, ABC, 7:30-8:30
ticipating.

THURSDAY, SEPT. 29

The Witness (tape), Drama, CBS, 7:30-8:30 p.m. R. J. Reynolds via William Est, Helene Curtis via McCann-Erickson and Esquire Boot Polish and Schick via Mogul, Williams & Saylor.

Guestward Ho (film), Situation Comedy, ABC, 7:30-8 p.m. Ralston Purina via Guild, Bascom & Bonfigli and Seven-Up via J. Walter Thompson.

My Three Sons (film), Situation Comedy, ABC, 9-9:30 p.m. Chevrolet via Cambbell-Ewald.

Outlaws (film), Western, NBC, 7:30-8:30 p.m. Participating.

FRIDAY, SEPT. 30.

Outlaws (film), Western, NBC, 7:30-8:30 p.m. Participating.

FRIDAY, SEPT. 30

Westerner (film), Western, NBC, 8:30-9 p.m. Simoniz via Dancer-Fitzgerald-Sample. Warner-Lambert via Lambert & Feasley, Beechnut-Life Saver via Young & Rubicam and Mogen David via E. H. Weiss.

Flintstones (film), Animated Comedy, ABC, 8:30-9 p.m. Miles Labs via Wade and R. J. Reynolds via William Esty.

Michael Shayne (film), Action-Adventure, NBC, 10-11 p.m. Oldsmobile via D. P. Brother, Pittsburgh Plate Glass via BBDO, du Pont via BBDO, Beechnut-Life Saver via Young & Rubicam.

SPECIALS

Dow Hour of Great Westeries (12ne), NBC, Thiesday, Sont. 27.

SPECIALS

Dow Hour of Great Mysteries (tape), NBC, Tuesday, Sept. 27, 10-11 p.m. Dow via MacManus, John & Adams.

Fred Astaire (tape, color), NBC, Wednesday, Sept. 28, 10-11 p.m., Chrysler via Leo Burnett,
Bell Telephone Hour (tape, color), NBC, Friday, Sept. 30, 9-10 p.m., AT&T via N. W. Ayer.

Du Pont Show of the Month (tape), CBS, Friday, Sept. 30, 8:30-10 p.m. Du Pont via BBDO.

(Lists of network premieres include only programs new to television and the few instances of programs changing networks for the '60-61 season.)

# Esquire's 'Last Look at TV'

Just about the time the FCC approved the purchase by Esquire. Publishing of its first radio station (and the mag announced plans for further expansion in tv—see separate story), the magazine arm was readying final proofs for the October issue and one of the roughest goings-over accorded tv yet this year.

A three-part story titled "A Last Look at TV;" it was written by Richard Rovere, Helen Lawrenson and Robert Paul Smith. The three each took a part of the day, Rovere 6 a.m. to noon, Miss Lawrenson noon to 6 p.m. and Smith 6 p.m. to midnight. They watched the three network stations in N. Y. on Wednesdays, which they agreed upon as a "typical" tv. day.

While they were unanimous in finding little (if anything) worthwhile, the piece made its major impact not so much from its criticism as from the fact that the writers' disgust was directed at the public itself, rather than the network. The three almost unanimously, accepted the argument that television merely mirrors public taste, doesn't lead it. They also accepted audience figures as to the popularity of the programming they covered.

Up to now, virtually every magazine attack upon the medium has laid the blame for television's programming standards at the doorstep of the networks. The Esquire piece, devastating as it is regarding program content, nevertheless is even more sobering, because it accepts the web viewpoint that the public's to blame. By its bend-over-backwards approach, Esquire makes the indictment that much more forceful.

# Storer Buying WINS for \$10-Mil, Sells WWVA to Herbert-Biow-Mogul

#### Now WFAA-TV Can Use 'Dallas-Ft. Worth' Tag

Dallas, Sept. 20.
WFAA-TV, Dallas, has been authorized to announce itself as a station serving the "Dallas-Fort-Worth Area," the Federal Communications Comi has announced

nounced.

The commission approved an application of the A. H. Belo Corp., owner of the station, which pointed out that WFAA-TV provides primary service to both Fort Worth and Dallas, that 40°c of its audience resides in Fort Worth and that the two-county area is recognized as a joint sales market.

Previously, under FCC rules, the station could identify itself solely on the basis of where it was located, without reference to Fort Worth.

Worth

Commissioner Robert T. Bartley, formerly of Bonham, Tex., dis-sented from the majority decision of the Commission, but gave no

# Susskind Vs. Kup On Chi Sat. Night **Talkathon Clash**

Chicago, Sept. 20.

David Susskind's syndicated "Open End" has finally found placement in Chicago, and the hot period on the Windy City airwaves this fall promises to be midnight on Saturdays where WBKB has decided to slot the show. There the NTA property will meet head-on Irv Kupcinet's "At. Random" on WBBM-TV, a hot localer the past two years whick, in format, bears a close resemblance to "Open End" and which, in fact, was somewhat patterned on the New York-originated show.

Both are talksthone on with the largest, FM deal not program, "The Imperial insted show.

Both are talksthone on with the largest of the largest in the la

a cose resemblance to "Open End" and which, in fact, was somewhat in patterned on the New York-originated show.

Both are talkathons on a higher than-usual intellectual plane, and tooth have an indefinite running it time. Each has been known to run longer than four hours. The essential difference, apart from the personalities of the moderators, is that Susskind's outings each focus on a single general field, while I Kup's conversation circle is usually a melting pot of occupations. The battle of the talkathons begins Oct. 22, when the Susskind opus debuts in this market. So eager is Susskind to succeed here that he has promised to hand-pick his shows personally for Chi, meaning they will not all come out of the NTA package that is making the rounds. Some will play Chicago the week after they be been exposed on WNTA-TV, New York whence they originate. Susskind has also guaranteed WBKB that some of his shows will originate from Chi, probably in December, when he comes in for the world preem of "Raisin In the Sun," the Columbia picture which he's coproducing.

Although they'll be clashing (Continued on page 52)

WWVA, its radio station in Wheeling, W. Va., to a group headed by Ira Herbert, and then the chain icked up its option on New York

indie WINS this week

Herbert and his partners, admen Emil Mogul and Milton Biow, are said to have paid Storer \$1,250,000 said to have paid storer \$1,200,000 in cash for WWVA. If paid in instalments, the asking price for the 50.000-watter was to have been approximately \$1,500,000.

proximately \$1,500,000.

Storer has had an option since
July on WINS, owned by Elroy P.
McCaw, but withheld a final commitment until the chain was, able
to sell off one of its other radio
stations, to comply with the FCC
ceiling on station ownership. Storer
is paying nearly \$10,000,000 for the
Gotham indie, a station McCaw Gotham indie. a station McCaw bought from Crosley Broadcasting in 1956.

in 1956.

The FCC now must give specific approval to the sale of WWVA and the purchase of WINS. Storer acquired the Wheeling station in 1931, when it was 5,000 watts and a shared-time station. In 1941 it became a station with unlimited time and year later, went to 50kw.

Storer deal leaves it, besides WINS, N. Y. with radio and tv stations in Toledo, Detroit and Cleveland, radio stations in Miami, Philadelphia and Los Angeles and tv-only stations. Atlanta and tv-only stations. Milwaukee

# FM News Buy

Chrysler has bought a nightly news strip on 27 major market FM radio stations and the 52-week contract is believed one of the largest, if not the largest, FM deal made to date by any sponsor. Five-minute program, "The Imperial Press Club," begins Oct. 3 on the QXR network

network.

Program, originating from the Overseas Press Club in N.Y., will be an analyses by a team led by H. V. Kaltenborn and including as other regulars author-editor Norwood F. Allman, NEA's Leon Densen, former AP'er Louis P. Lochner, author Will Oursler, ex-N.Y. Herald-Tribber Ansel E. Talbeit. Sale, via Young & Rubicam agency, and the package, too, were arranged by A. Maxwell Hage, editor of Broadcast Editorial Reports, Hage, along with John Luter, prexy of OPC, and commentator Henry Cassidy will serve as the stanza's editorial board. Sponsor pact has the usual 13-week cancellation clause.

#### WICD, Danville, Tees

Danville, Ill., Sept. 20.
WICD, on Channel 24 here, begins operation Oct. 1, and for the first time residents of eastern Ilinois and western Indiana will have NBC programming available on a regular basis.

Milton D. Friedland is general manager.

# **OPTION TIME: SHAKY SURVIVAL**

# CBS' 'Here We Go Again'

With its three-year contract with Local 1212 of the International Brotherhood of Electrical Workers (IBEW) due to expire Jan. 31 next, CBS-TV has alerted some 300-plus office-exec-clerical staffers in New York to school to learn (and in some cases, re-learn) the technical side of the business. The "school" bit includes all phases, manning of cameras and booms, controlroom engineering, et al. Web has ordered 212 to report to classes immediately, and has placed another 100 on a standby basis. Of the total, most are going back for refreshers, having been all through the routine on-the-air when IBEW struck the network in the winter of '57-58. It was the ability to stay on the air with its so-called supervisory and clerical personnel that enabled the web to crush the IBEW strike after a couple of weeks.

This time, there's no immediacy about the situation, since negotiations on a new contract haven't even begun. But CBS is obviously taking no chances, particularly in light of IBEW's public unhappiness with the web's recent layoffs of technical personnel. Union has made several public pronouncements and held several meetings with the network on the layoffs, which the company deems necessary, but which the union is challenging on the basis of the high overtime hours worked by its membership.

# **IBEW, NABET Meeting to Formulate Demands for Upcoming Negotiations**

Leaders of the International
Brotherhood of Electrical Workers
and the National Assn. of Broadcast Employees & Technicians will
meet together Thursday (29) In
New York to discuss their network
contracts, which expire simultaneously on Feb. 1.

GERSHWIN YEARS' SI
General Electric has settled
the Leland Hayward production
The Gerschuir Vegen?

ously on Feb. 1.

BEW, meantime, met last week in New York to formulate broadly the demands the union will make upon CBS when dickers begin, while NABET begins its own formulations today (Wed.) NABET is the technical union for ABC and NBC.

NBC.

The two unions have always made the effort to coordinate their collective bargaining negotiations with the networks, but they have never worked in so open a llaison as the one marking the start of present contract planning.

It's still too early too, for either

as the one marking the start of present contract planning.

It's still too early too for either union to list its demands, according to spokesmen for each. It'll probably be several weeks after the NABET national contract policy meeting ends on Friday (23) before 'NABET presents its demands to NBC and ABC. IBEW. It is said will withhold its demands until both unions are ready.

It is not likely that IBEW and CBS will hold joint bargaining with NABET. NBC and ABC, although, as in the past, the two unions and, in turn, management of all three networks will unquestionably take time out during the talks. To compare notes on the separate negotiations.

separate negotiations.

CBS is expected to seek relief from the schiority rules laid down by IBEW in a previous contract. As it stands, the union enforces a rule that the last man hired by CBS must be the first to go during the network layoff of technicians. Network, it is reported, would like the right to retain men of its own choosing, in the event CBS management decides to reduce its staff. This problem does not obtain to

This problem does not obtain to any marked degree at ABC and NBC, due to different NABET

ground rules.

Contracts with the webs by

(Continued on page 44)

# **ABC** Affils Tap WBC 'Civil War'

"The American Civil War,"
Westinghouse-produced series syndicated by Trans-Lux, has been selected by a number of ABC-TV
affils as the third-week local replacement for the network's "Expedition." Ralston-sponsored web
show is telecast twice within three
weeks, with affils asked to pick up
the third week with a pub-affair
outing.

outing.

Among station lineup are affils WMAL, Washington, WTVN, Columbus, O.; and WLOF, Orlando, Fla. Others are WBKW, Buffalo, N.Y., WSPD, Toledo, O., and WSUM, St. Petersburg, Fla. Series all told has been sold in 80 markets.

'GERSHWIN YEARS' SPEC

General Electric has settled on the Leland Hayward production of "The Gershwin Years" as the sec-end of its four CBS-TV entertainment specials for this season. Hold-ing up the decision till now was the question of whether Hayward question of whether Hayward could develop the property in time for this year.

for this year.

Norman Jewison will direct the 90-minute stanza, which covers the 20s and 30s, with George Gershwin's music the peg. Taping is scheduled for December, GE lineup calls for two hour specials and two 90-minuters, with one of each already set (Art' Carney does the hour). Another Hayward project, a tv adaptation of "A Thurber Carnival." is still a possfbillty for GE's other hour-and-a-half spec, if Hayward can pry away tv rights to the revue.

# **NBC Showing** Some Weekend Rating Muscle

NBC-TV will finally be giving champ CBS-TV a hard time on weekends, if the first ratings of the new season hold up. NBC-TV copweekends, it the first ratings of the new season hold up. MBC.TV cop-ped the 7.8 p.m. Sunday period with Shirley Temple and the Arbi-trons also indicate considerable, competition for CBS' Saturday "Checkmate."

"Checkmate."
"The Shirley Temple Show" outdistanced all its network competition when it preemed Sunday (18).
The NBC stanza outdid first run
CBS rival. "Lassie" from T to 7:30
but the key, as already Indicated,
was 7:30.8 clash with the seasonal
premiere of "Maverick" on ABCTV, and there Shirley took it, with
a 16.5 to 9.6.
At 8 p.m. NBC premiered "NaAt 8 p.m. NBC premiered "Na-

a 16.5 to 9.6.

At 8 p.m., NBC premiered "National Velvet." The NBC kidvid stanza beat the second half of the new "Maverick" on the multi-city report by a 15.8 to a 12.6 but lost to it on the ARB national report (entire country instead of the seven-city Arbitron study) by what is reportedly the same approximate multi-city figures in reverse. At 8:30, the second half of Edulivan, og CBS, beat both the ABC premiere ("Lawman") and (Continued on page 48).

#### Raycroft's St. Loo Spot

St. Louis, Sept. 20.
Russ Raycroft was made station manager of KPLR-TV, the indie here. Choice was made last week by Harold Koplar, president of the sole independent tw'er in this four-

Raycroft has been with WGN, Chicago, Dancer-Fitzgerald-Sample and Wilding Studios, in N.Y.

# CUT TO 2½ HRS.

Washington, Sept. 20. Federal Communications Com-

Federal Communications Commission's momentous decision reducing television network option time and otherwise curbing network powers gives the webs no cause for elation. Major headaches and possibly substantial revenue losses could result.

But it might have been worse. Three of the commissioners—Chairman Frederick W. Ford, Robert T. Bartley and Rosel H. Hyde—would have done away with tv option time altogether. Commissioners Robert E. Lee, T. A. M. Craven, John S. Cross and Charles H. King formed the majority with King issuing a separate statement concurring in the order but not necessarily in all the statements in

#### Webs' 'No Comment'

Webs' No Comment'
The three networks, surprisingly, had no comment on the
FCC decision last week to cut
option time to two-and-a-half
hours per broadcast segment.
This, despite the fact that
they had vehemently opposed
any cuts in testimony before
the Commission.
All three said they hadn't
had time to study the decision
yet, though as of yesterday
(Tues.), some five days had
elapsed since the decision was
handed down.

the report in view of his freshness to the problems (he joined the Commission only last July).

Also, the majority rejected the original rule-making proposal that so-called "straddle" programs (partly in and partly out of option time) be considered as entirely within option time. This can have the effect of extending option time above the new two and a half-hour maximum.

Two factors stand out in any appraisal of the decision. One is the Justice Dept. attitude (as publicly expressed by antitrust chief Robert Bicks) that option time is illegal per se under the antitrust laws and therefore the possible target of a federal suit. Latter, action has been talked about for some time, but whether FCC's latest action will spark such a move is anybody's guess. Secondly, a Democratic Presidential victory will mean a new man on the FCC (taking the place of King, who has a recess appointment). The balance of power on the option time issued could thus shift next year and the present order reversed.

The order, culmination of rulemaking launched April, 1939, embodies the following changes in the chain broadcasting rules:

1. Reduction from three to two-and-one-half hours the amount of option time ithin each of the four segments of the broadcast day.

2. Requirement t hat straddle programs be considered entirely outside option time. (The present (Continued on page 52)

(Continued on page 52)

#### Two Boston Papers In Challenge to TV Guide With Sunday Booklets

Two Boston Sunday newspapers are now printing tv listings as separate booklet included with their Sunday papers. The Boston Sunday Advertiser debuted with "T-View," and the Boston Sunday Herald preemed with "TV Changles,"

The third Sunday paper, the Globe, continues with its regular Sunday magazine listings, in conventional size. With the two new booklets, cuffo will the two Sunday newspapers, listing all tv programming on New England stations, educated guesses are that it will cut heavily into sales of TV Guide, which has grown big in Boston and New England in its New England edition.

# FCC VOTES 4-3; In British Com'l TV, 5 Years Figures Up to a 'Golden' Jubilee, But Things Weren't Always Rosy

STILL SOME TALENT LEFT ON CBS RADIO

Annual show for the CBS Radio network affiliates convention at N.Y.'s Waldorf-Astoria Sept. 28 29 will be strictly a "house affair," with all talent coming from the web itself.

web itself.

Lineup will include Rosemary Clooney, who's working the hotel's Empire Room and who costars with Bing Crosby on CBS Radio (Crosby can't make it; he'll be in Pittsburgh for the series); also, Arthur Godfrey and his morning troupe (Franky Crockett, Johnny Nash, Dick Hyman orch) and Mitch Miller and a 25-man Sing-Along group. Added starter could be Garry Moore. Fred Hendrickson, Godfrey's producer, will stage.

# **Allstate Chills** On NBC 'Thriller'; 'Where's Quality?'

Problem of buying a show without benefit of a pilot is being ex-perienced now by the Leo Burnett Allstate wnn Agency and client NBC-TV' new 1 "Thriller." Tuesday

Seeking continuation of its "tradition" as underwriter of quality shows (based on its association with "Playhouse 90"), insurance company had bought into the Boris Karloff-hosted series out of confidence, in packager Hubbell Rcbinson and off a verbal presentation. It had believed the show would be in a quality league with "Twilight Zone" and "Alfred Hitchcock Presents." Even before the premiere last week. Allstate was disillusioned with the program concept and with proposed scripts and let NBC-TV know it in no uncertain terms. Seeking continuation "tradition" as underw

concept and with proposed scripts and let NBC-TV know it in no uncertain terms.

Sponsor has been appeased for time being by the network's assurance that the show will be improved and, reportedly, by Robinson's own word that "Thriller" will be his personal pet project this year. Network has laid blame for poorness of the first script (and presumably others the agency has seen) on the recent writer's strike, and Burnett has agreed to wait and see before asking relief. Any begging out by sponsor, anyway, would depend on whether there's a classier vehicle available to switch to.

Allstate still has a pleasant hang-

Alistate still has a pleasant hang-over from its "Playhouse 90" days and, though it sometimes squirmed over the adult themes, loved the critical praise and the association

over the adult themes, loved the critical praise and the association with quality.

With "Thriller," in addition to its unhappiness over execution of the concept, Allstate has found some of the program content objectionable. Burnett has ordered an axe murder deleted from a projected script and is still wincing over the strangulation scene in the first episode. Such gruesome scenes, agency feels, can hurt the image of an insurance company sponsor.

Sell KINT, El Paso

El Paso, Sept. 20.

G. E. Miller & Cō. of Dallas and Echols Enterprises of Clovis, N.M., have acquired KINT here. The station was purchased from Radio KINT Inc.

Giles E. Miller of Dallas will be president of the station and Odis L. Echols of Clovis, N.M., will be chairman of the board.

London, Sept. 20.

Just half a decade ago on Thursday (22) the first British commercial tv program went on the air. And with annual profits of the major webs now inexorably in the multi-million-dollars bracket, with the smaller companies showing comparable buoyancy, who says five years don't make a golden jubilee?

The story of London, Sept. 20

The story of the quinquennium isn't, however, one of assured initial success growing daily greater. Instead it is one of near disaster switching dramatically to commercial trium. cial triumph.

switching dramatically to commercial triumph.

First real start of British commercial tv came in August, 1952, when a company called Associated Broadcasting Development Company was registered following a hint in a Government White Paper that "provision should be made to permit some element of competition" in video. Till that time, the public-owned BBC-TV had a monopoly. Formation of ABDC wasn't without problems, nor was it left to plan without strong opposition to the whole notion of a commercial service both in and out of Parliament. But in November, 1953, the Government brought out another White Paper outlining its proposals for commercial tv in detail and the Television Act was passed in July, 1954.

Briefly, the Act requires the setting up of an Independent Tele-

passed in July, 1954.

Briefly, the Act requires the setting up of an Independent Television Authority to bring a service into being and to keep a watching eye on its operation, the one guiding principle being that there should be no sponsorship as known in the States but that ads should be carried independently of programs and program content. ITA decided that London, the Midlands and the North would have the first transmitters. Four contracts would be handed to concerns to provide programs—in the London area (Continued on page 42)

# May Quit NBC

Kenneth Banghart at the end of October is expected to quit NBC and its owned & operated stations in N.Y. The newscaster has been with the network for 19 years, but late last week a difference of opinion cropped up with the management of WNBC-WNBC-TV over a new assignment.

Banghart was supposed to start Monday (19) in a new schedule of news broadcasts for WNBC Radio, but he refused to accept the new times arranged for him. They were times arranged for him. They were to have been in the early morning —five times daily between 6 and 10 a.m.—but he didn't want to move back into early daytime broadcasting.

# Syndicators Missing a Major Source Of Regional Revenues; Les Krugman's Appraisal of Co-Op Coin Potentials With the telefilm syndication With the telefilm syndication Tony's Tune PLAYBOY'S PENTHOUSE With Hugh Hefner, host; Sammy Davis Jr., Kirby Stone Four, Teddi King, others Producer: Don Dillion 60 Mins, Sun., 10 p.m. PARTICIPATING WBKB, Chicago (tape) Thanks to the performances of Thanks to the performances of

business as slow as it's been, dis-tributors have been missing a ma-jor bet in passing up what could jor bet in passing up what or bet in passing up what could be an important source of new coin. That's co-op advertising money, the share-the-cost arrangement between national manufacturers and their local retail outlets, of which some 90% currently is funneled into newspapers.

Since television—and especially syndicated telefilm, with all its flexibility—could prove to be the answer to a lot of co-op headaches. how come it's hardly scratched the surface of the vast co-op field? Of all television spot expenditures, only about 15% stems from co-op

budgets.

One man, Les Krugman, knows most of the answers, having been first an adman dealing in co-op, later a v.p. of National Telefilm Associates, and presently head of the only ad agency devoted exclusively to co-op. Cooperative Advertising Specialists Inc. According to Krugman, it's largely a matter of the complexity of the mechanics involved in setting up co-op campaigns and policing them. But he doesn't regard any of the problems as insuperable, and sees a vast potential for syndication in the co-op field.

Essentially, says Krugman, co-op

Essentially, says Krugman, co-op buys on telefilm can be set up in three ways, although the variations on each theme are almost infinite.
A manufacturer can buy a show regionally, then have his retailers come in on a local level with manufacturer providing the show and retailer buying the time, with a split in the commercials. A retail chain can buy a show regionally, then bring in manufacturers to share the costs by purchasing spots within the show. And a third party can buy a series regionally. spots within the show. And a third party can buy a series regionally, selling it off to various manufac-turer-retailer combinations in different markets.

Co-op in telefilm isn't new, but it's not as widespread as it could be. Krugman recalls several years ago, when he was ad topper at Bulova, a co-op campaign that worked out very well. Bulova bought off-network reruns of "Fireside Theatre" on a regional basis, then got key retailers in the major markets to go along. Bulova provided the show free of charge along with show free of charge, along with an opening billboard and one Bulova commercial. Dealers paid for the time charges and got the show, along with two commercials and closing billboard to advertise the store and any other products they

Some dealers used both commer-Some dealers used both commer-cials themselves. Others used one and sold off one locally, recover-ing their own costs and getting a free commercial to boot. Some others sold both commercials and made money on the deal, but Bul-ava wasn't overly concerned since it had its commercial on locally

anyway.

Twist occurred when one dealer called Krugman to ask his help in selling off one commercial. He ex-plained he'd like an arrangement

selling off one commercial. He explained he'd like an arrangement with an electric razor outfit, since he carried them in the store anyway. Krugman got in touch with Remington Rand, and they liked the idea so much they picked up one minute in some 60 markets. Variations on this, Krugman explained, are virtually infinite, and the revenue to be gained by stations is considerable. But if the stations are to cash in on what could be a boon, they're going to have to extend themselves too. For the three principle drawbacks to co-op advertising the roadblocks that have prevented a blossoming of the practice, are (1) lack of "proof of performance"—the fact that the show actually went on the air with the right commercials. air with the right commercials (newspapers can always provide tear-sheets), (2) the "rubber-like" flexibility of rate structures, with many advertisers showing a deep

Tony's Tune
Worthington (Tony) Miner,
busier than AT&T lines during
prime network hours, as exec
producer of "The Play of The
Week" was asked what he does
with his enge time with his spare time.

Response: "I have a play adaptation which I did. It's a French play, "The Little Darlings," authored by Jean Gredy and Jean-Pierre Barillet. It opens in England at the Oxford Theatre Oct. 10.

"I have completed the book for the musical based on Henry James' The Ambassador." Jim Downey Jr., will produce. There's also a play of my own, in verse, a drama, It took me three years to complete."

## 1st Fields Ents. Series to NET

Field Enterprises Inc. (World Book Encyclopedia), which made its debut in network tv this year as part sponsor of NBC-TV's poeach theme are almost infinite. litical convention-coverage, has made another sizeable investment in tv. but this time on another web -the National Educational Network. Company has spent \$113.000 to create a new educational series, "Beginnings," which it has "donated" to the 48 station educational alliance.

> While the fourth to network is non-commercial, World Book is so identified with the series (above and beyond the "made possible by" crawler credit before and after each installment that it will derive definite "image" benefits from it. There's no sales pitch, of course, but the plug is there bold and clear, and it's legitimized in the fact that encyclopedias are educational references.

cational references:

Series consists of 13 half-hour filmed interviews with eminent contributors to World Book, fields ranging from oceanography to football. Field Enterprises had commissioned former NBC-TV producer Don Meier, now a freelancer, to produce the series on tape using the facilities of Chicago educational station WTTW. Among the interviewers taking part are Hugh Downs, Ken Nordine, Jim Conway and Fahey Flynn.

#### TED ROSENBERG HEADS KING FEATURES SALES

Ted Rosenberg has been named director of sales for the King Features Syndicate's television operation. He succeeds Arthur Gross who has joined United Artists Association. Rosenberg had been with the sales departments of Ziv

In another appointment, Philip M. Wade was made executive as-sistant to Albert Brodax, who is heading King Features tele opera-tions

#### OF Capsule Sales

Official Films has made a N.Y. and Armed Forces sale on a pair of its quickie newsreel series.

"Almanac," first of the five-minute stanzas culled from newsreel archives. has been sold to WOR-TV. RKO-General's New York outlet. It's being programmed twice a day, beginning this week.

Official's second newsreel shorty

twice a day, beginning this week tear-sheets), (2) the "tubber-like" of fficial's second newsreel shorty flexibility of rate structures, with many advertisers showing a deep distrust of tv rates because of the tendency on the part of stations to disregard their own rate cards when a "deal" is in sight, and (3) the difficulty of ascertaining true program costs (compared with lawspapers,

#### Syndication Review

WBKB, Chicago (tape)
Thanks to the performances of Sammy Davis Jr., the Kirby Stone Four and Teddi King—but particularly the former—"Playbov's Penthouse is starting its second season in syndication with a corker. But what Hugh Hefner & Co. will do for an encore remains to be seen. The initialer has set a high standard for the series that will be tough to equal for verve, balance and sheer entertainment. If future installments measure up at all, Installments measure up at all, Official Films could have a pretty hot property to distribute.

hot property to distribute.

Topflight performers are hard to come by who, like Davis Jr., can take over half the show and pump into it the kind of good spirit and informality it has always needed. The little showman loosened it up the moment he came on, and after that, whether singing, dancing or ad libbing for laughs, he was a magnet. He gave out with five numbers, including a medley of his disk hits and a sock rendition of "Chicago," and seasoned his turn with assorted hoofery and horseplay that seemed to happen spontaneously. A cute to happen spontaneously. A cute St. Bernard pup, which he was gifted with at the windup, finally upstaged him, but it was at the right time.

right time.

Miss King, a superb singer herself, issued a pair of intimate, artful numbers to start the show and crowned her stint with a spoof on southern decadence, titled "Tennessee Williams Blues," which was strictly for the literate. Director Dan Schuffman framed her well in a varied, tight camera shots. Kirby Stone Four scored with highlights of their nitery act, making for a neat change-of-pace, and a strong varnup for Davis. Jr.

New 60-minute format of "Pent-

varnup for Davis. Jr.

New 60-minute format of "Penthouse" should improve the series vastly. The chaff that used to clutter. Iast year's 90-minute verion—the interviews, aimless gab, and features on what the well-heteled playboy should have in his pad (besides women)—will perforce be winnowed, and the shows promise to be a lot tighter and smoother for it. Still a problem, however, is how to get the models, who only stand, and watch, and their "escorts," who also serve, to behave as though they're really at a party and really having fun.

**Vidpix Chatter** 

Walter Kingsley, prexy of Independent Television Corp., has returned from London where he held confabs with British principals of Associated TeleVision, ATV now completely owns ITC, Confabs were on plans for the '60-'61 season ... Maggie Hayes, Herbert Swope, Jr., and Mrs. Swope in N.Y. from Coast, Miss Hayes will make several tv guest appearances and Swope will huddle with Jonathan Winters on their projected tv series, "The Twist," which Swope will produce and direct. Winters is slated to do scripting as well as starring. Swope will also confer with actors on possible casting for "The Chase." slated for production early next year in association with director Lewis Milestone . Charles W. Goit, formerly national sales manager of ITC, has joined 20th-Fox Television. He will assist Peter G. Levathes, prexy of the 20th-For tv unit, the sales end. were on plans for the '60-'61 sea

#### 'Latest 62' Sales

KRCA, Los Angeles, joined list of stations buying Lopert Pictures Latest 62" package.

Catest 62. package.
Other deals include WABC-TY,
N. Y.; WFIL, Philadelphia; WMAR,
Baltimore; WCKT, Miami; WWIL,
New Orleans; KPLR, St. Louis;
KROD, El Paso; WAYY, Norfolk;
WNHC, New Haven; WNBF, Binghampton; and CKLW, WindsorDetroit.

Pix include "Richard" "Horse's Mouth," and Parisienne."

## BBC Going 'Commercial'

Though it's strictly a noncommercial to setup, BBC-TV is nonetheless going all out for between-programs advertising this fall.
The plugs will form part of an intensive self-promotional campaign,
helmed by the web's new head of presentation, Rex Moorfoot.
Instructions have gone to producers that, starting Oct. 8, all
programs between 6 p.m. and 9:30 p.m. must run dead on time,
though there's a waiver in the case of spots where a fadeout would
clearly kill a moment of great impact. Also, the edict has it that
shows during these hours shall be clipped by 30 seconds or a
minute, the purpose being that the presentation department shall
have clearcut slots for its announcements.

Other moves in hand include changing the "clock symbol" used
on BBC-TV, and bringing back women announcers in the evening
for the first time since the fall of '57. Femmes are being chosen
not for chocolate box appeal but for their professionalism.

Moorfoot's whole approach stems from the concept of tv as a
journalistic medium and from a belief that certain program periods
can be built up as "occasions," much as the film industry now tries
to sell a visit to the cinema as an occasion. His plans are not yet
finalized, but he sees great opportunities in an integrated interplay
between screen announcements and the 7,000,000-circulation weekly
program journal "Radio Times."

Inter-program screen boosts aren't new to BBC-TV, but Moorfoot
describes the hitherto attitude towards filling available spaes as "a
bit negative." The gaps have occurred accidentally through a
show's under-running, for instance, and standby plugs have been
pushed in to fill 'em.

# BBC-TV Doesn't Like New Fall U.S. **Entries Either, So Imports Down**

#### 'Hush' Push

M&A Alexander Productions' new color cartoon series, "Q. T. Hush, Private Eye," has been sold to WABC-TV, N.Y., and is running nightly on the "Tommy Seven Show," kidstrip which preemed last week with former Baltimore moppet emcee Tommy Seven at the helm. "Hush" package, a cliffhanger with 10 episodes to each story, alise has been pacted in other markets, including Chicago, Los Angeles, Buffalo and Pittsburgh. M&A has 10 of the 10-episode stories in the

including Chicago, Los Angeles, Buffalo and Pittsburgh. M&A has 10 of the 10-episode stories in the

# Par Blurb Setup Nears 500G Take

Paramount, which entered production of vidpix commercials only last March, is nearing the \$500,000 mark in gross biz, with the landing of the job to make a \$125,000 half-hour film for the N.Y. Stock Exchange.

Another large account landed is

Another large account lanceu is the telefilming of Gillette clips for the World Series, an account which Ed Bien; who heads the Par project, has taken with him from Warner Bros. to Four Star and now to Par. Bien has had that ac-count in his bin nocket for four count in his hip pocket for four

now to Par. Bien has had that account in his hip pocket for four years.

The N.Y. Stock Exchange blurb, 30 minutes, has a soft sell: that the public can trust credited stock brokers and has plenty of protection for investments through Securities & Exchange Commission. Alm is to induce larger slice of public to buy stocks and honds, of course, and to allay fears of "playing the market."

Bien has a partnership teleblurb deal with Par. The studio puts upfinancing and splits profits with the producer. Bien, onetime the atrical film editor, was a pioneer in blurbs at U-I. Shortly before that studio folded its tw commercial operation, Bien shifted to Warners and started vidblurbing there with Jack M. Warner. Thereafter he started Four Star's commercial department, then made the deal with Par.

Other major studios in the biz are Metro, Columbia (through its subsidiary Screen Gems) and 20th-Fox. Video sponsors, national and local, spend an estimated \$30,000.000 annually on film blurbs, about one-third of which are made in Hollywood, many by indie firms, such as Filmways.

#### Al Unger to UPA

Hollywood, Sept. 20.
Alvin E. Unger has been named v.p. in charge of domestic tv sales for UPA Pictures Inc., and will handle syndication contracts for the new "Mister Magoo" series and other output.

He'll headquarter in N.Y., where he'll set up a staff of sales reps.

London, Sept. 20.

So far as the new season's U. S. series are concerned, America can keep the lot. That just about sums up the opinion of Kenneth Adam, controller of programs for BBC-TV—at least insofar as all the skeins hitherto shown to the web as bait are concerned.

web as bait are concerned.

And accordingly no new U. S. series figure in BBC-TV's up-to-Christmas plans, which allow for some 80° or 90° of transatlantic material (other than documentaries) as compared with a hitherto general 11°c. Working out at a maximum four hours a week, this is less than for some years. is less than for some years.

The cutdown doesn't reflect any

anti-American policy, though Adam confessed to Vaniery: "I did want to have more British material from a policy point of vi ." He cona policy point of vi " He continued: "One looks for three things from the U. S. comedy, westerns and spectaculars. I would hav been prepared, possibly, to buy new product from these categories if I had thought there was anything

new product from these categories if I had thought there was anything worth buying. I have, anyway, one or two things up my sleeve for the New Year."

He further clarified his outlook by declaring that the web would continue to run the "Bronco" and "Laramie" westerns because it was happy with same, while BBC-TV's assistant head in New York, Denis Scuse, would be keeping an eye open for new stuff.

It should be added, too, that according to a preview of BBC-TV fall schedules conducted by Adam and department heads for the press at Television Centre Wednesday (14), "standard" U. S. items for BBC-TV will continue to feasing 14), "standard" U. S. items for BBC-TV will continue to shots such as a "Maurice Chevaller Show" compiled from "An Evening with Maurice Chevalier." But the non-American approach streaks light entertainment generally. According to light programs topper Eric Maschwitz: "It is likely, that so far as performers are concerned we are having considerably fewer so far as performers are concerned so far as performers are concerned we are having considerably fewer Americans. This is not necessarily because we can't get them, but we find that our experienced British television performers attract great-

find that our experienced British television performers attract greater audience participation, and we try to prevent ourselves being dazzled by Broadway and, in a way, the West End of London."

In his comprehensive analysis of programs. Adam said this was going to be "the most expensive winter BBC-TV has ever had," a considerable amount more money than ever before being allotted to the period. Most of this would go to "special projects," which were tending to assume more and more importance i planning. These—defined roughly as a series of peaks, either in terms of single programs or series—were now being assigned much more nearly \$1,400,000 a year than \$700,000. Whole emphasis would be on quality and on British material. "It will, I hope, invite the audience to watch, not stare," summed up Adam.

watch, not stare, summed up Adam.
Among detailed information given was much appertaining to coverage of the U.S. elections. Tony de Lothi iere is now over

(Continued on page 46)

# GOTHAM TV PROFILE-FILM

# British Variation On a Theme: Yank | SEVEN STATIONS | NTA Hails FCC's Option Time Non-Web Vidpix Pull Fancy Ratings

London, Sept. 20.

If the titles don't figure in the weekly lists of TAM's Top Ten In Britain published in Variety, many of the vidpic skeins sold to the U.K. ar doing steady biz regardless. It's a question of their not getting a network deal, and so not coming within reach of a Top Ten-size audience, but of being aired in only one or some of the inline areas into which the local commercial tv network is divided. Local ratings in those limited areas can be pretty good.

A Variety probe, ith the aid of Television Audience Measurement Ltd., shows that in a random four-week period, "Riverboat," for instance, chalked up an average 53 rating though it was transmitted only in four regions—London, Northern, South Wales and West, and Southern. "Bonanza," shown in the Midlands, Scottish and North Eastern areas in the four-week spell, came up with a 50 figure. "Maverick," aired in four regions in the first week of the specimen period, six in the second, two in the third and five in the fourth, chalked 47. And here's what happened to some of the other telefilm series:

"Cisco Kid," in two areas, 25.

"Continental Baking, winter pulled out of sy

pened to some of the other telefilm series:

"Cisco Kid," in two areas, 25;
"Popeye" in four, '27; "Huckleberry Hound" in two, 25; 'I. Love
Lucy" in two, 44; "Lassie." in two
fplus a third for one week during
the period) '28; and ''77. Sunset
Strip," before hitting the national
network in the fall schedules,
chalked up 39 over the four weeks
chosen by being screened in two
areas for a couple of weeks and in
four for the remainder of the
period. "Rawhide" also figured in
the breakdown, grabbing a 54
rating with its eight-area showings, but this is one which has been
hitting the national Top 10 anyway.

No comparable statistics can be

rating with its eight-area showings, but this is one which has been hitting the national Top 10 anyway. No comparable statistics can be given for vidpix that are taken by BBC-TV, inasmuch as that web has no need as commercial to break down its service into regions, but it's an oft-evident fact that Bronco" comes out as its top-audience program.

Coming back to the commercial companies, there's a detectable tendency on the part of smaller operators to strike away from the rigid routine of accepting regardless those U.S. skeins offered on the network by the four majors—Associated-Rediffusion, Associated TeleVisi, ABC-TV and Granada TV Network. Clearly a distrib still does the best for his product by closing with one of these four for with BBC-TV with its nationwide hookup on the other channel), but no longer is that the be-all and end-all of the proceedings.

Understandably, when some of the smaller companies began functioning there was a compulsion to take the network stuff to get the station operating. Lack of full knowledge of local viewer taste was another factor. Steadily, it seems, this is being replaced by confidence and planner willingness to try something different. Southern TV, Anglia TV and Scottish TV, all comparatively small out-

# Imports' Quick Marguee-to-TV

There's nothing like an import

There's nothing like an import for short clearance between theatrical and to exhibition.

Case in point is J. Arthur Rank's Robbery Under Arms." British import completed a July run at Brandt's Apollo Theatre in N.Y.'s Times Square. Pic will make its tv debut on Sunday (25) on WABCTV's N.Y., "Night Show."

In fact clearances are so short on some imports that the distribs commit themselves on taking the pix that stations must delay telecasting until local theatrical runs are completed.

#### Art Gross to UAA

Arthur Gross has been named assistant sales manager of United Artists Associated. He will report to Erwin H. Ezzes, exec v.p.
Additionally, UAA has appointed three new account execs, Fred Watkins, Frank LeBeau and Paul Weiss.
Watkins and LeBeau will haddustry

watkins and LeBeau will headquar-ter in Dallas and Weiss in Chicago. Gross was formerly with King Features Syndicate as director of tv sales, and prior to that sales vp. for Flamingo Telefilm and gen-eral sales manager for Guild Films.

UAA is currently distributing to tv over 1,900 features, the latest being UA's recent post-'48 package, "Boxoffice 26."

# **Mulling Return To Syndication**

Continental Baking, which last winter pulled out of syndication after long time multi-market spon-sorship of the "Annie Oakley" se-ries, has a return to syndie series bankrolling under serious discus-

sion.

Continental's string of franchise bakeries, with a wide variance in marketing strength according to region, makes the company's tv advertising particularly suitable to a spot or syndication blueprint.

No specific packages have yet been considered. If the buy goes through, about 90 markets will be involved. Ted Bates is agency.

#### 17 MARKETS FOR NTA POST-'48 FILMS

National Telefilm Associates new "61 for "61" feature package which includes the 20th-Fox post-48's has been sold in a roster of markets.

Seventeen-station line-up includes: WRCV, Philadelphia; WRC, Washington; KTVI, St. Louis; WCKT, Miami; WOW, Omaha; WPHO, Phoenix; WHYN, Springfield, Mass.; WHNB, Hartford, Conn.

Also WJAR, Providence; KUTV, Salt Lake City; KÖB, Albuquerque, N.M.; KLRJ, Las Vegas; and WKZO, Kalamazoo, Mich.

#### Chi On a Bridge Kick; Niles Producing 'Masters'

Thies Producing Masters
Chicago, Sept. 20.
Fred Niles Productions is currently shooting the pilot for a proposed new contract brides series, "Bridge With the Masters," being packaged by Harlen Productions. Projected hourlong series would differ from ABC-TV's half-hour "Championship Bridge," out of the Walter Schwimmer shop, in that the latter has to do with ordinary rubber bridge while the new series would concern itself, with tournament bridge.

would concern itself with tourna-ment bridge.
Plan is for an intercity competi-tion, with the winning team of four players getting \$2.000 and a repeat appearance and the logers a \$1,000 consolation prize. Pilof pits a team of Chicago experts against a New York foursome. Bridge authority Alfred Sheinwold is to be com-mentator and Norm Barry an-nouncer and kibitzer.
Pilot will be screened for the agencies early this fall.

#### Telenews Wrapups

For the twelfth consecutive year, Hearst Metrotone News via Telenews will have a year-end wrap-up of "News Review of 1980" and "Sports Review of 1980." Last year, Gillette carried the "Sports Review" on NBC-TV.

Vidfilms, features and vidtape form the primary profile lines of the seven stations in the N.Y. market

Three web stations depend largely on network vidfilm fare for their standing in the top U.S. markef. But the web threesome, also have a healthy stake in the syndie pix and vidpix pie.

syndie pix and vidpix pie.
Four indies, on the other hand, virtually are completely dependent on the syndie product for their image. That holds true even for enterprising WNTA-TV, the home of "The Play of the Week," a project which probably would not have gotten off the ground had it not been for its syndication potential.
What shout the row seeses?

What about the new season? What's the shape of local vidpix, vidtage and feature programming? Here are some of the major high-

WCBS-TV continues strong in its WCBS-IV continues strong in its late night pix programming. WNBC-TV has turned to art films for its "Movie Four", WABC-TV has bought the Lopert bundle to buoy its feature slots. All stations are on the prowl for post-48's.

are on the prowl for post-48's.

On the web stations, half-hour syndicated product has been squeezed by the upswing in network option time. But the syndic 30-minuters are fairly well represented on NBC and ABC o&o's, less so on WCBS-TV.

Among the indies, WPIX remains one of the most heavily syndie half-hour vidfilm-programmed stations in the country. Heavily ladened with off-network rerun product, Daily News indie is selling its "network programmed

image."

The mantle for some of the most creative dramatic programming, either on the local or national level. goes to WNTA-TV for its "Play of the Week." Dramatic showcase is more than 80% sold out. Newark-N. Y. indie of National Telefilm Associates also is sporting "The Pirture of the Week" this season, a stripped pix showcase of 20th-Fox post-'48 and other fresh matic product.

WOR-TV. home of the ploneer

Fox post-48 and other fresh matic product.

WOR-TV, home of the ploneer Million Dollar Movie," is the pix counterpart of WPIX. About 60% of its total schedule consists of cinematic telecasting.

WNEW-TV has a combination of syndie product and cinematics, spiced with one-shot specials.

All stations report business good. Some \$69,534,000 was spent by advertisers on the seven N.Y. outlets in '59. Vilfilms, vidtape and pix, telecast locally, carried a good deal of that money last year and is doing a similar job in '60.

Cartoons and short subjects play a prominent role in the kiddie programming of indies, WNEW-TV, wPIX and WOR-TV. "Daywatch," the Monday through Friday combination home and store viewing of WNTA-TV, is back for its second daytime season.

That's the broad outline of local

daytime season.

That's the broad outline of local vidpix, vidtape and pix program(Continued on page 46)

#### KTTV's Jim Hawthorne Prepping 'Vegas Newsreel'

Las Vegas, Sept. 20.
Pilot for a potential syndicated series called "Las Vegas Newsreel" is being prepped by producer-actor Jim Hawthorne of KTTV, Los Angeles.
Project will feature shots of show his stars at work and play on the

Project will feature shots of show biz stars at work and play on the Las Vegas Strip, plus special events of national interest which occur in the gambling resort. Series is planned as a five-minute film five days per week.

Forrest Duke, VARIETY rep in Las Vegas, will coordinate and narrate.

Footage shot by Las Vegas News Bureau, a division of the local Chamber of Commerce, will be among that utilized.

# Cutback as Major Syndie Boon; See Loss This Year, Profit Next

#### **Debbie Joins Alliance**

Debbie Hollywood, Sept. 20.

Debbie Reynolds' Harman Productions, in joining the Alliance of Television Film Producers, brings number of production companies belonging to organization to 18.

Jess S. Morgan and S. A. Mac-Sween are associated with Miss Reynolds in outfit, now prepping two teleseries as well as feature film projects. Company has already completed one ty spec.

# Kellogg, H-B A Twosome: Talk 3d Show

That Hanna-Barbera tieup with That Hanna-Barbera treup with Kellogg via Screen Gems looks as if it will embrace another cartoon show, Ever since the fall-out on "Mr. Magoo," H-B and Screen Gems have been dickering with Kellogg and its agency Leo Bur-neit.

nett.

Talks, to date, look to H-B's being inked to produce a new cartoon half-hour series. With a January starting date. Kellogg now has "Huckleberry Hound" and "Quick Draw McGraw" from H-B or a national spot basis, embracing over 160 markets. New cartoon would follow the same national spot route. srot route

Kellogg-UPA deal fell apart When producers balked at what they considered too much inter-ference from the ad agency in the creative aspects of the show. 'Mr. Magoo" will be offered to the straight syndication market in-

Kellogg is expected to renew the Walter Lautz "Woody Wood-pecker" as its third national spot show pending the selection of a third show for a January start.

#### COURT UPHOLDS NFP VS. N.Y. ATT'Y GEN'L

A temporary injunction against Network Film Producers, sought by the N.Y. Attorney General's of-fice, was denied last week by N.Y. Supreme Court Justice Saul Streit.

Supreme Court Justice Saul Streit.

In his refusal to grant the injunction, Judge Streit said that the
court can reach no conclusion on
the papers submitted by the Attorney General. Judge Streit also
maintained that to characterize
the assets of Network Film Producers as "unsubstantial," as the
Attorney General did, without
sufficient evidence prevented him
from issuing the "drastic relief"
sought. He advised the plaintiff to
go to trial for relief.
Network Film Producers, formed

go to trial for relief.

Network Film Producers, formed to engage in tv film production among other things, is headed by Dick Randall, producer of the Aquarama at Flushing Meadows Ampitheatre, Flushing, NY. State of N.Y. sought to enjoin Randall and his firm from selling in NFP, alleging 'fraud' in the representation of the firm's assets.

#### McCarthy Down Under

Sydney, Sept. 20.

John G. McCarthy, prexy of the
Television Program Export Association of America, planed in here
for a looksee of the local television

Commission ruling cutting network option time a half-hour in each segment of the broadcast day was hailed as the "greatest shot in the arm for syndication" by Olive Unger, prexy of National Telefilm Associates.

Associates.

Unger modified his enthusiastice reaction by explaining that as yet he hadn't given full study to the entire FCC ruling. But, he maintained, if the ruling means that a half-hour in prime evening hours would be given back to the stations, the move would be a boon to syndie operators. It would open 21 half-hour prime evening periods throughout the country in prime time each week. The 21 half-hour periods figures by multiplying seven half-hours by the three stations affiliated with each of the three webs.

stations affiliated with each of the three webs.

One of the principal headaches in syndication the past seasons has been the growing inroads by the webs in what heretfore had been local option time. Unger said many regional advertisers and local sponsors seeking prime local time had been forced out of the syndiemarket because of the network option time situation. As suppliers of local programming, Unger said NTA welcomed the FCC move.

NTA prexy made his comments

NTA welcomed the FCC move.

NTA prexy made his comments about the FCC in a status report on the company's operations. Joining him in the report were Ely Landau, NTA board chairman, and Ted Cott, topper of WNTA-TV, Newark-N. Y., sole station now owned by NTA.

Unger saw a loss for the fiscal year ending Sept. 30, 1960. But he saw an upswing in the company's fortunes, putting it back in the profit column, for the next fiscal year.

year.

Landau was cautiously optimistic that WNTA-TV for the first time since it was acquired by NTA over two years ago will be operated in the black this season. The aternative program service offered by WNTA-TV, he added, has won acceptance in the market place. Station grosses have quadrupled since the NTA take-over, he added.

Landau also reported that NTA

Landau also reported that NTA now was actively seeking the acquisition of other tv outlets.

Unger, in an optimistic vein, pointed to the success in syndie of "Play of The Week," "Third Man" and "Assignment Underwater." He said NTA would continue to bring out packages of new post-48 pix every six months, NTA now has a group of post-48°s now now has a group of post-'48's now in the market.

Unger, speaking favorably on the company's future and welcom-

# MCA-Aussie's ATN Talking Prod. Tie

Sydney, Sept. 20.

Plans are well-advanced for the Plans are well-advanced for the setting up of a television production centre here early 1961 via an extended hookup between Music Corp. of America and the Associated Television Network. Latter operates major commercial ATN and is tied in with other tv keyers coast to coast. ATN is headed by powerful newspaper interests, plus cinema interests.

MCA will send technicians and

MCA will send technicians and talent here as a kickoff to train locals at Artransa studio, French's Forest. Understood that the deal calls

for a looksee of the local television setup.

McCarthy is also making an extensive Far East survey and will be away from his home base for some time. During his Aussie stopsover he'll be wined-dined by local to the produced here will also be two toppers and product distributors.

# ABC Now 'Image'-Conscious; 'Varied' The Word in Fall Program Preview

TELEVISION REVIEWS

In 1959, CBS-TV sold "rounded" programming and NBC-TV sold "balanced" programming. A year later, when its two rivals seem to have dropped rounded and balanced from the list of preferred image-making words, ABC-TV is selling programming that is "varied." "From Bugs Bunny to Winston Churchill" is the expression used to Wins... Fits. 9 p.m."

"From Bugs Bunny to Winston Churchill" is the expression used by Oliver Treyz, president of ABC-TV. That's the way, during ABC-TV. That's the way, during ABC-TV (film) his appearance last Thursday (15) in a 77-minute preview of the network's new programming, he summed up the web's new pitch.

NBC-TV and CBS-TV—instead of being broadly commended last year for either roundness or ball ance—were more often deflated by the professional newspaper critics for failing to round and balance their programming enough. balance their programming enought. balist, Jr.,) in a meandering which may be one of the reasons still easily forecast. Joseph why the two networks seem to have son yarn. Smith, as private since retired the words. It has been Jeff Spencer was taken preharged that few critics picked on in the trackdown of a quar ABC-TV, because in not possessing payroll bandits, who tied him the new, fat look, the networks preleather thongs to the atticle sented a smaller target. But fate of an abandoned farm house, tened now, it is apparently ready they split the loot and too to take its turn on the field of Smith was nearly bitten by bittime battle.

tened now, it is apparently ready to take its turn on the field of bigtime battle. Trevz made his pronouncement from Hollywood, the stage for the ABC preview of its 1960-1961 pro-

in 1960. He implied that many of them will come from abroad, per-haps with the advent of the transatlantic cable.

Moore addressed himself mainly

Moore addressed himself mainly to the burgeoning of sports at ABC-TV. The network in 1960 will vary its programming with a heap of college and pro football, bowling and more boxing.

Goldenson told of ABC's "bold approach to nublic service programming." Mentioned were the new John Daly "Close-Up" pubaffairs special under the Bell & Howell banner. Also mentioned was "Expedition." a half-hour film series, two out of every three Tuesdays.

There is also the Winston Churchill series to be done, also under Bell & Howell auspices, this season on Sunday nights

season on Sunday nights.

This new and public affairs programmin, a more, in sum, than was done last season and the season before on ABC-TV. Yet, these and the sports programs still hold down a relatively minor portion of the overall ABC-TV schedule. This was apparent in the presentation of the fall premieres.

the overall ABC-TV schedule. This was apparent in the presentation of the fall premieres.

In addition to the talks by Goldenson, Treyz and Moore, ABC-TV showed the press and stations teasers of several new programs: "Hong Kong," "Surfside 6," "The Roaring 20s." "The Islanders." "The Law and Mr. Jones," which are in the action tempo: "My "The Law and Mr. Jones," which are in the action tempo; "My Three Sons" and "Guestward Ho," which are situation comedies, and "Harrigan & Son," which shapes up as if it were meant to be both. These are the commercial vehicles, the kind upon which ABC-TV has built its existing reputation.

reputation.

The ABC-Warner Bros, gum-shoer, "77 Sunset Strip," is off on its third season, and if the initialer Friday (16) lacked some of the script vitality of old, the show will most likely continue to draw a sizable aud via cast appeal.

Opener featured Roger Smith istar-role opposite of Efram Zimbalist, Jr..) in a meandering, but still easily forecast, Joseph Manstill easily forecast, Joseph Man-son yarn. Smith, as private eye Jeff Spencer was taken prisoner in the trackdown of a quartet of payroll bandits, who tied him with leather thongs to the attic beams of an abandoned farm house. After of an abandoned farm nouse. After they split the loot and took off, Smith was nearly bitten by a rat-tlesnake, nearly burned to death by mischievous kids and nearly discovered by an engaged couple discovered by an engaged couple, were o,oing the place as a possible nuptial nest. After all the unlikely woodland wanderers, he finally broke loose by spitting rain water on one of the thongs to stretch it.

ABC preview of its 1980-1981 programming. The closed-circuit telegramming. The closed-circuit telegramming. The closed-circuit telegramming. The closed-circuit telegramming. The closed-circuit telegramming in the property of the press.

Joining Treyz were Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, the ABC-TV parent, and Thomas Moore, web's programming vp. Goldenson spoke of a five-year plan for program expansion, and suggested — without specifying—a still wider variety of programs in 1965 than the network says exists in 1960. He implied that many of health of the control of the says and the close to the says and still wider variety of programs in 1960. He implied that many of health of the close to specify the control of the says and the close to she were o.o.ing the place as a possible nuptial nest. After all the unlike-nearth of the place as a possible nuptial nest. After all the unlike-nearth opening the place as a possible nuptial nest. After all the unlike-nearth opening the place as a possible nuptial nest. After all the unlike-nearth opening the place as a possible nuptial nest. After all the unlike-nest the possible nuptial nest. After all the unlike-nest the place as a possible nuptial nest. After all the unlike-nest the place as a possible nuptial nest. After all the unlike-nest the place as a possible nuptial nest. After all the unlike-nest the place as a possible nuptial nest. After all the unlike-nest the place as a possible nuptial nest. After all the unlike-nest the place as a possible nuptial nest. After all the unlike-nest the place as a possible nuptial nest. After all the unlike-nest woodland wanderers, he finally woodland w

show was spotted with duts so that viewers could catch glimpses of Edd Byrnes, Zimbalist, and other cast regulars, all of whom handled their bits per usual. Supporting cast was uniformly routine with none of the roles hefty enough. bring out any extra-ordinary

HAWAIIAN EYE

AWAHAN ELE

(ith Anthony Eisley, Robert Conrad, Connie Stevens, Ray Danton, Lchore Hamilton, Joanne
Baird, Kasey Rogers, Tommy
Farrell, Barney Phillips, Efrem
Zimbalist Jr., Roger Smith,

Farrell. Barney Phillips, Efrom
Zimbalist Jr., Roger Smith.
Poncie Ponce
Exec Producer: William T. Orr
Producer: Stanley Niss
Director: Alvin Ganzer
wither: Hugo Walters (from story)
by Ralph Madiera)
60 Mins: Wed., 9 p.m.
WHITEHALL LABS, CARTER.
PRODUCTS, A MERICA'N
CHICLE, OLDSMOBILE, HAROLD F. RITCHIE INC.
ABC-TV (film)
(Ted Bates, D. P. Brother, K&E)

(Ted Bates, D. P. Brother, K&E) Hardly an original series last ason, "Hawaiian Eye" returned Hardly an original series last, season, "Hawaiian Eye" returned, Wed. 14) for its second year on ABC-TV with the same stock melier situations. The Hawaiian locale inakes a glamorous background, but palm trees and scenes of Waikiki beach can't carry an hour-long show when the plot is timeworn and the acting so-so.

Singularly unexiting despite a

and the acting so-so.

Singularly unexciting despite a kidnapping and a murder was the initialer. "I Wed Three Wives," which Hugo Walters teleplayed from a story by Ralph Madiera. A conceited film star, portrayed, by Ray Danton had come to Honolulu for a brief sojourn and to escape his three ex-helpmates, all of whom were seeking alimony.

Before the hour was over the

ABC-TV has built its existing reputation.

Until now, ABC-TV has made no bones about its dearth of public service programs and has not forcibly responded to the critics, the charged that there was less wariety on ABC-TV than else variety on special to several a portion between the variety of special variety of plus and spot variety of plus and spot

THE TAB HUNTER SHOW (One Bloade Too Many)
With Mary Murphy, Liliane Montevecchi, Richard Erdman, Jerome
Cowan, others
Producer-director: Norman Tokar
Writers: Stanley Shapiro, Maurice
Richlin
30 Mins.: Sun. 2-20 p.m.

Richin 30 Mins.; Sun., 8:30 p.m. P. LORILLARD, WESTCLOX

P. LORILLARD, WESTCLOX
NBC-TV (film)
(Lennen & Newell, BBDO)
Fantasies of bachelorhood were
given a merry whirt on "The Tab
Hunter Show," a slick, new halfhour entry on NBC-TV at 8:30 p.m.
Sundays. Web may have a winner
in this fast-paced charade.
Tab Hunter, portraying a footlose cartoonist, had dolls in and
out of his Malibu Beach quarters.
Most of the lines and situations
were funny although the plot didn't
bear any close examination. It was
enough that the twists and turns
went off in breezy fashion and the
close of the show came sooner close of the show came sooner than expected.

than expected.

Two of the principal lookers were Mary Murphy and Liliane Montevecchi. Miss Murphy played the type who belied her curves. She was the homemaker with a vengeance and seemed to get her greatest joy from vacuum cleaning. Same switcheroo characterized Miss Montevecchi. Of all things, fixing motors, the mechanical kind, was her dish of tea.

Above set of incongruities were surrounded by lush, bachelor quarters—soft music, hi-fi set and a

surrounded by lush, bachelor quar-ters—soft music, hi-fi set and a very, very eligible male. Tab Hun-ter played it for all it's worth and the chemistry proved to be an amusing concoction.

Jerome Cowan and Richard Erdman were fine in supporting roles. Producer-director Norman Tokar kept the lines and situations mov-ing fast and effectively. Horo-

GENERAL ELECTRIC THEATRE
(The Man Who Thought for (The Markett)

ith Steve Allen, Jayne Meadows, Dan Tobin, Lauren Chapin, Peter Leeds, Alvy Moore, How-ard McNear, Willard Waterman,

ard McNear, Willard Waterman,
Barbara Drew, others; Ronald
Reagan, liost
Producer: Stanley Rubin
Director: Sherman Marks
Writer: James Allardice
30 Mins, Sun., 9 pm.
GENERAL ELECTRIC
CBS-TV (film)
(BEDO)

(BBDO) "General Electric Theatre" kicked off its seventh season Sunday with a goodie, a bright and intelligent comedy, about subushan conformity scripted by James Allardice and starring Steve Allen. If Stanley Rubin, who left CBS-TV to produce "GE Theatre" for Revue, can keep up the standard of this first outing, seven should be a lucky number for GE.

the standard of this first outing seven should be a lucky number for GE.

In "The Man Who Thought for Himself," Allen played a bank executive who woke up one morning to find all his actions governed by what his neighbors and boss thought. In a burst of independence, he decided to paint his house barn red, and when his cork and painted it red, white and blue. That raised the roof, and the neighborhood called a meeting to decide whether to sue him for creating a public nuisance.

Allen didn't like the colors anyway, and was ready to give in and repaint, but not until he could make his point about conformity before the meeting. This he did so well everybody congratulated him is a courageous, forward-thinking ladividualist and urged hi to keep the house just th way it was. He started to do this until, with a jolt, he realized he'd fallen into the trap of conformity again, and if he didn't like the house the way it was, he was darn well gonna change it.

and if he didn't like the house the way it was, he was darn well gonna change it.

All this was lightly, crisply directed by Sherman Marks and well enacted by a fine cast. Allen was just about perfect in the role, a mild-mannered guy with his dender up. Miss Meadows gave a clean, crisp performance as his wife. Howard McNear was excellent as a nanter. Pan Tobin's circle and the control of the c while, floward McNear was excep-lent as a painter, Dan Tobin's just right as the irritated neighbor, and Willard Waterman filled the bill nicely as the banker. Peter Leeds as a lawyer friend and Barbara Drew as the neighbor's wife com-pleted the key supporting roles

A good start for GE and Rubin.
Chan,

[Additional TV Reviews On Page 34]

NATIONAL VELVET
With Lori Martin, Ann Doran,
Arthur Space, James McCallion,
Carole Wells, Joey Scott, others
Exec Producer: Robert Maxwell
Producer: Roy Abel
Director: Harry Keller
Writer: Anne Howard Bailey
30 Mins. Sun 8 nm 30 Mins.; Sun., 8 p.m. REXALL, GENERAL MILLS NBC-TV (film)
(BBD&O)

All the ingredients of a hit show were supposed to have been en-gaged for Metro's "National Velvet," but the chemistry that went into it, on the basis of the opener. only produced corn-and a very familiar variety at that.

Robert Maxwell, the original producer of the "Lassie" series, was hired to helm the NBC-TV half-hour entry, slotted Sundays at 8 p.m. Unlike "Lassie," "Vel-vet" in its first episode lacked spontaneous warmth.

Show had been in the works a long time, cosponsor Rexall having bought into long ago, so there was ample time to develop the property. In the opener, it wasn't the cliches themselves which were disheartening, but the lack of inventiveness juggling ther

There were some good moments

LORETTA YOUNG SHOW With Robert Richards, Preston Hansen, others Producer: John Young producer: John Joung
Director: Norman Foster
30 Mins.; Sun., 10 p.m.
TONI LISTERINE
NBC-TV (film)
(North; Lambert & Feasley)

"The Loretta Young Show," kicking off its eighth season, took a long and somewhat morbid way around to make its inspirational point last Sunday night (21). but ultimately it was all wrapped up in a neatly standardized nackage. in a neatly standardized package.
There were no surprises and no disappointments in this soap operatic series which delivered its own consistent grade of homogenized maudlinity

The major reason for this con-The major reason for this consistency is, of course, Loretta Young, who suffuses this show with an idealized brand of charm, warmth and understanding. As host and dramatic star, Miss Young dominated this stanza completely and its undoubtedly the

Young dominated this stanza completely and it's undoubtedly the stamp of her personality that has given this series its longevity.

The preem play, The Long Night, was a very slow-moving vehicle. It focussed on Miss Young in such a thoroughly domesticated situation that not even her most winsome pouts could stir her husband out of reading the newspaper at the dinner table. After a neighbor's wife was killed in a hit-and-run accident, Miss Young set out to buck up the grieving widower. The latter contributed the show's central point when he advised Miss Young's husband to love his wife while he could for there may be no tomorrow. All eyes in the cast were glistening with tears at the fadeout.

Robert Richards, as Miss

THRILLER

THRILLER
(The Twisted Image)
With Boris Karloff, host; Leelie
Nielsen, George Grizzard, NataHe Trundy, Diane Foster, ethers
Exec Producer: Hubbell Robinson
Producer: Fletcher Markle
Director: Arthur Hiller
Writer: James P. Cavanagh
60 Mins. Tues., 9 p.m.
GLENBROOK LABS, AMERICAN
TOBACCO, ALLSTATE, DU
PONT TOBACCO,

NBC-IV (film), from H'wood

(DFS; SSC&B; Burnett; BBDO) Although it premiered inauspiciously last Tuesday (13), there were definite indications that this new NBC-TV series may yet develop into one of the better entries in television's chiller category.

Whatever may be said for the story, the film was not indifferently made. Except for regrettable lapses into triteness, there was quality in Arthur Hiller's direction, in Lionel Lindon's camera work, in Pete Rugolo's score and in th dramatic performances. With better scripts than "The Twisted Image," and with som thrift in the cliche market, "Thriller" has possibilities. The premise for the series-that the life of an ordinary person can be complicated weirdly by an encounter ith a maniac—is reasonably sound and should give latitude for

There were some good moments in the opener. But they were surrounded by sticky sentimentality and should give latitude for rounded by sticky sentimentality and should give latitude for sound help Preem and turns in the plot winch hard to digest.

Lori Martin Velvet Brow the 12-year-old, rojected as fetching youngster. She has the role originally essayed by Elizabeth Taylor in the picture version. Better vehicles will be needed for young Miss Martin to grow in stature. Coming off best as a story personality was James McCallion as the hired hand. His was a characterization which had a unique stamp.

Rounding out the Brown family was Ann Doran, as the mother Artbur Space, as the father, Carole Wells, teen-age daughter, and Joey Scott, the little brother. All performed competently. Director Harry Keller wasn't able to lift the preem from its episodic, stagey impression.

In the rating derby, "National Velvet" doesn't look promising when matched against "Ed. Sullivate," ABC-TV.

Horo.

SHOW

It juicy, he man tituor. The first of them resented a bizarre and intriguing situation, but that ended abruptly when she was killed off in the first half of the show. The last half carried on with what started out to be the subplot, elevating the second maniae, but it turned out hackneyed and highly improbable. For a climar there was that old routine of the antagonist hurling something deadly at the hero able. For a climar there was that old routine of the antagonist hurling something deadly at the hero able. For a climar there was that old routine of the antagonist hurling something deadly at the hero able. For a climar there was that old routine of the antagonist hurling something deadly at the hero able. For a climar there was that old routine of the antagonist hurling something deadly at the hero able. For a climar there was that old routine of the antagonist hurling something deadly at the hero able. For a climar there was that old routine of the antagonist hurling something deadly at the hero able. For a climar there was that old routine of the antagonist hurling something deadly at the hero able. For a climar there was that old routine of the antagonist hurling something the second maniae, but it turned out h

charade without respectively. As host for the scries, Bori Karloff had none of the devilish charm of an Alfred Hitchcock, but in playing it straight he more than enfices.

BACHELOR FATHER (Jasper the Second) With John Forsythe, Noreen Cor-coran, Sammee Tong, Stanley Adams, Dennis Holmes, others Adams, Dennis Holmes, othersProducer: Everett Freeman
Director: Earl Bellams
Writer: Freeman
30 Mins.; Thurs... 9 p.m.
AMERICAN TOBACCO, WHITEHALL LABORATORIES
NBC-TV (film)
(L. C. Gumbinner, Ted Bates)
"Bachelor Father" is one of th
happy shows that's good to hav
around. Preem on Thursday (15),
opening up the fourth season for
the skein on NBC-TV, was a light,
tasty confection.

tasty confection.

tasty confection.

The 9 p.m. slot on Thursdays is filled with situation comedies on all the three webs. ABC-TV has Fred MacMurrays "My Three Sons," and CBS-TV has "Angel." Judging from the initial segment, "Bachelor Father" should be able to hold its ow

Opener dealt with dogs as its central story line. Script by pro-ducer Everett Freeman was light, slick and funny. It had the wisdor sick and tunny. It had the wisdon to steer away from too much senti-mentality and came out winning without being sticky. Whole thing had an airy bounce, perfect for a distracting half-hour.

John Forsythe was handsome as eyer as the bachelor father taking care of his niece. He projected will and handled the situation with ease. Noreen Corcoran as the teenage niece was engaging. Sammee Robert Richards, as Miss Tong as the houseboy lent comedy Young's husband, and Preston Hansen, as the widower, supplied completent aupport.

Herm. Herm. Herm. Herm. Her Was engaging Sammles as a support. Supporting cast was expected the support of the support o CHECKMATE

CHECKMATE
(Death Runs Wild)
With Anthony George, Dong McClure, Schastian Cabot, Anne
Baxter, Myron Healty, James Bell,
Konneth MacDonald, Frankie Darre, ethers

Producer: Maxwell Shane Director: Jules Bricken Writers: James Guna, John Kneu-

buhl
60 Mins; Sat., 8:30 p.m.
LEVER BROS., BROWN & WILLIAMSON, KIMBERLY-CLARK
CBS-TV (film)
(Kenyon & Eckhardt, Ted Bates,
Foote, Cone & Belding)

Foote, Cone & Belding)

Still another private eye series has joined the CBS-TV network lineup. This one—running tandem ith "Perry Mason"—has possibilities, judging from the opener. It won't widen tv's horizons, but for the who-done-it fans. "Checknate" may well win a following. It's a shame more taste wasn't shown in the finale of the preem. Closing moments had a vicious horse trampling the heavy, a woman in this case. The focus on violence had some shock appeal, in a cheap, uncreative way.

violence had some shock appeal, in a cheap, uncreative way.

Op to that point, a fairly interesting yarn was spun and the denouement need not have focused on violence. It could have been just as effective to have the cameras, indicate, the outcome. Home screens need not be covered with blood for the audience to get the point.

the point.

Leads Anthony George, Doug McClure and Schastian Cabot registered well. Preem "Death Runs Wild" script by James Gunn and John Kneubuthi had sufficient suspense to span an hour, Anne Baxter, guestar, laid it on heavy as the revengeful mad woman. Her portrayal didn't have nuances but it had force.

Show apparently will follow strong guestar policy. Dean Stockwell, Jane Wyman and Joseph Cotton are among those slated for future episodes.

BARBARA STANWYCK SHOW With Stephen McNally, Ter Holtz

Holtz
Producer: William H. Wright
Director: Jacques Tourneur
Writer: Blanche Hanalis
30 Mins., Mon.. 10 p.m.
AMERICAN GAS ASSN., ALBERTO-CULVER

AMERICAN GAS ASSN.; ALBERTO-CULVER
NBC-TV (film)
(Lennen & Newell; Wade)
A still-glamorous Barbara Stanwyck (she admits to 50 years plus)
marched in familiar style through a half hour of bedtime soap opera in the launching of this new NBCTV drama anthology.
Aside from Miss Stanwyck, however, there was nothing to attract anybody but the dames who have survived afternoon tv with a desire for more glycerene. Script by Blanche Hanalls was a dull contrivance about a widow who clung to a mink coat as symbol of past glories. She was finally squared away by an ex-magazine editor who had taken a job as a railroad station checkroom attendant to get a fresh slant on life away from the

Sophisticated settings, New York skyline backdrops, the cocktail hour, etc., shouldn't fool anyone who has resided outside the Texas who has resided outside the Texas panhandle. Besides her own performance, which was make do with very little. Miss Stanwyck provided the only really bright touch of the night. She closed by telling viewers there really is something to a mink coat, that she had one herself; but, never fear, she earned it the hardway — by tough work making movies.

PETE & GLADYS
With Harry Morgan, Verna Felton,
Cara Williams, Bill Heyer, Delphine Seyrig, Barbara Morrison
Producer-Writer: Parke Levy
Director: William D. Russell
30 Mins.; Mon., 8 p.m.
GOODYEAR, CARNATION
CESTY, Girm. CBS-TV (film)

(Y&R; Erwin, Wasey, R&R)

It seems inconceivable that Parke Levy could take the best elements of his "December Bride" series and come up with nothing special. Yet, that's what he's done "Pete & Gladys," which stars Harry Morgan his selfsame
"Bride" role Verna Felton, also
from "Bride," and added Cara
Williams as the wife.
Perhaps "nothing" is too big a
word, but "Pete & Gladys" is a

situation comedy without a situafor that matter, even a complicati It's a comedy about

nan and a wife who move into a new neighborhood, period. Nothing on which to hang the comedy, and although Morgan and Miss Felton gave "Bride" its life, at least that had a mother-in-law situation, corny as it was.

So it's small vonder that the opening episode scripted by Levy and Bill Manhoff, was little more than a string of one-liners. Some of the jokes were good at that, and director William D. Russell-dressed things up with some okay sight gags besides, but overall it was a long, tough-to-take halfwas a long, tough-to-take half hour simply because a story line or anything resembling it was completely absent.

Baxter, guestar, laid it on heavy as the revengeful mad woman. Her portrayal didn't have nuances, but it had force. Show apparently will follow strong guestar policy. Dean Stockwell, Jane Wyman and Joseph Cottor are among those slated for future episodes. Gunn-Kneu unth script told of demented woman out to kill private eye Anthony George. The instructurent of death, as it turned out, was a wild stallion she stocked on her ranch. Her molive was revenge.

THE AQUANAUTS
With Keith Larsen, Jeremy Slate,
Larry Pennell, Robert Patten,
Sarah Marshall, Edward Binns,
Don Eitner, Chuck Couch, Mike
Masters, Pace Slattery, others
Producer: Iyan Tors
Director. David Ericellin Director: David Friedkin

VARIETY

Writer: David Ogden 60 Mins.; Wed., 7:30 p.m. CARTER PRODUCTS, LORIL LARD, KELLOG, VICK CHEM ICAL CBS-TV (film)

CBS-TV (film)
(SSC&B, Lennen & Newell, Burnett, Morse International)
CBS-TV took a dunking with
"The Aquanauts" Wednesday night
(14). Television, being what it is,
the plunge was inevitable. How
could a network ignore the syndication success of Ziv-UA's "Sea
Hunt".

But an hour skin diving adven-ure format is much more demandfor one, the 60-minuter needs a much stronger story line and the preem show just didn't have it.

preem show just didn't have it.
CBS-TV's "Aquanauts" from 7:30
to 8:30 p.m. is up against some
strong competition Wednesday
nights. There's the oater rating
king "Wagon Traim" on NBC-TV
and 20th-Fox's upcoming "Hong
Kong" on ABC-TV. On the basis of
the first episode it's apparent that
"Aquanauts" can't afford to suffer
from writing cramps.

Prepar to the grand.

Preem stanza was water logged with happenstance. It just so happened that there was a honeymoon pened that there was a noneymoon couple skin diving in dangerous waters; it just so happened that a feather-brained adventurous skin diver parachuted to their rescue; it just so happened etc., etc.

There was much more imagina-tion in the underwater footage, and a far greater excitement in the dangers of nearby sharks. Make no mistake about it, the underwater setting was visually exciting but what was needed was talent to match nature's bounty.

was visually exciting, but was revenge. The instructive couple-next-door who figured in the opener, and Barbara Morrison had a good bit as a tax assessor.

Levy's going to have to jucte this one up to get the kind of mileage he did with "December Bride." And the jucieng will have to private eye field, a new type was introod by "Checkmate." the title of the private eye firm as mell as the series. He was Sebastian Cabot, who portrays a bearded university criminology professor working in conjunction with "Checkmate." George's junior partner was Doug McClure, a fine looker. The threesome, on the basis of the initialer, looked like workable trio for the series.

Director Jules Bricken sustained a fairly high level of suspense. Horo.

BARBARA STANWYCK SHOW With Stephen

JACKPOT BOWLING STARRING
MILTON BRELE
With Chick Hearn
Producer: Buddy Arnold
Director: Dave Brown
30 Mins.; Mon., 10:30 p.m.
PHILLIES, BRUNSWICK CORP.
NBC-TV, from Hollywood
(Wermen & Schorr, McCann-Erickton)

m)
When NBC decided to tie in
Powling" and Milton When NBC users and Minor "Jackpot Bowling" and Minor Berle, it caused many a shrug of After the premiere

"Jackpot Bowling" and Milton Berle, it caused many a shrug of bewilderment. After the premiere Monday night the bewilderment still holds. As Berle himself put it, the sponsors called "and I said yes" before they could say a word. Berle was in good form on this stanza; as bowling shows go, this one was a good one. But how the two mesh, and what kind of appeal the combination will have in terms of mass audience, will have to await further outings. It wan't a particularly synchronous marriage for the premiere.

Format of the game itself is a contest between two bowlers to see which of them can get skx strikes in a row in a nine-frame game, with anyone succeeding winning \$5,000. Winner, either with the Jackpot or the most strikes (\$1,000 prize), then takes on the last week's champ for a jackpot attempt of \$25,000 for six in a row, or falling that, another \$1,000 plus return privileges. or failing that, another \$1,000 plus return privileges.

Format's simple enough and gen-

erates some suspense, particularly through the excellent play-by-play calling of Chick Hearn, who instills a sense of excitement without window-dressing the action. None of the bowlers hit the jackpot first time out, but the contest seemed a genuine one.

pot first time out, but the contest seemed a genuine one.

Berle came on at the opener for some fast chatter, introed the bowlers and Hearn, then disappeared. Then he came on midway for another round of business, then faded, again until the final buzzer when he paid off the winners and made the "watch us next week" pitch. His material this time out ranged from sharp to obvious, with most of it good, and the one okay routine had him explaining the fine points of the game backed by four interpreters for the "foreign audience," with the anticipated mayhem resulting. Berle, however, seemed a bit too conscious of the incongruity of his surroundings.

Laced into the good camerawork of the opening stanza were shots of celebrity spectators for the match,

# 3-Web Campaign Coverage

If the first edition of ABC-TV's pre-election series, "Campaign Roundup," tended to be somewhat dull, blame it more on the campaign to date than the web's production itself. Generally it was a sober, workmanlike job, and it lagged only because the Presidential battle thus far has produced few pre-election fireworks. Network is playing this stanced own the middle in orthodox fashion, with reports from correspondents traveling with the two candidates, matching film clips, regional reports and an overall trend-style wrapup.

reports a vle wrapu**p**. trend-style

CAMPAIGN ROUNDUP With Bill Shadel, Edward P. Mor-gan, Quincy Howe, John Rolfson, Louis Bean, Al Mann, Paul Harvey, Robert Fleming, Wil-liam Winter Producer: Sidney Darion Director: William Ayres 30 Mins., Sat., 7:30 p.m. ABC-TV, from N. Y.

Bill Shadel is anchorman, and first outing heard from Edward P. first outing heard from Edward P. Morgan, traveling the Kennedy route, and Robert Fleming, on the Nixon tour, these matched with brief filmed excerpts from the latest speeches. On a regional basis, John Rolfson reported on the south and Kennedy's appeal to Protestant ministers in Texas; Al Mann presented the Great Plains analysis, particularly Iowa, William Winter reported on the West Coast, and Quincy Howe on New England and the northeast, Louis Bean did the northeast. Louis Bean did the political expertising with the stress on the religious

idential and Vice Presidential campaigns, the stage was set for television journalism to strut its stuff.

In the 9:30-10:30 P.M. slot Satur day (17) night, NBC presented one of ty's finest hours, with plenty of

THE CAMPAIGN AND THE CAN-THE CAMPAIGN AND THE CAN-DIDATES
With Frank McGee, Herb Kaplow, Sander Vanocour, Robert Aber-nethy, Bill Ryan
Producer: Chet Hagan
Director: Robert Priaulx
60 Mins., Sat., 9:30 p.m.
LONGINES-WITTNAUER
NECT N. Com. N.Y

NBC-TV, from N.Y. (Victor A. Bennett)

The first of eight, "The Campaign and the Candidates," was public service in its most meaningful and direct form. It was also a reporting job in which any news media could take inflated pride. If American voters are to be consistently provided with such an objective presentation of the candidates themselves discussing the issues—in an edited pictorial form which highlights the difference in thinking and approach to paramount problems—the function of democracy couldn't be better served. Voters this year may be better informed before the trip to the ballot box than at any time in history, with tw reporting accounting for the difference.

In Washington, many viewers

movies.

But notwithstanding the defects, But notwithstanding the defects, and if it was capable, sober refigure and make it with this sort of fare, lar, it was reliable and complete, so probably can Miss Stanwyck in this ESW Enterprises production eut of Desilu Studios.

Bill.

But notwithstanding the defects, All of it was capable, sober refigure and it was unspectation. The slightest hint of suggestion that NBC might favor Nixon or Kennedy, or even Lodge or Johnson. Although subfleties or Johnson. Although subfleties are sometimes evaluated in varying degrees, it would be difficult to eut of Desilu Studios.

Bill.

Bill.

Chan.

Im for the difference.

In Washington, many viewers watched for the slightest hint of suggestion that NBC might favor Nixon or Kennedy, or even Lodge or Johnson. Although subfleties are sometimes evaluated in varying degrees, it would be difficult to eut of Desilu Studios.

Bill.

The second of these nine conecutive half-hour programs, "Presidential Countdown" done Monday (19) at 10:30 p.m., by CBS News, consisted of a personal interview by a subdued Walter Cronkite with an equally subdued John Kennedy, the Democratic nominee

The series of Monday broadcasts, leading to Election Day, obstensibly are to be analyses and reports of the Presidential race. Compelled, at present by a lack of hard news and by a desire to show the nominee as an individual, led to this dualog on tape from the Kennedy Washington, D. C.

PRESIDENTIAL COUNTDOWN With Walter Cronkite, others Producer: Warren V. Bush Directors: Martin Carr, Fred Stoll-

Directors: Martin Carr, Fred Stoll mack.
Writers: Lane Slate, Madeline Kar.
30 Mins., Mon., 10:30 p.m.
WESTINGHOUSE
CBS-TV (live, film, tape)
(Ketchum, MacLeod & Grove)

home. Cronkite's questions were not all good, but most of them were asked with a certain dignity and many of them covered topics the Kennedy money, religion, the Kennedy political philosophy, father Joe Kennedy, late brother Joe Jr.) of great interest to the electorate. The 30-minutes were not for fraditional political stump-

Eventually. CBS expects to branch out into the hard news area with analyses of current events. Next week, a group of CBS newsmen will review the first of the televised Kennedy-Nixon "debates," scheduled to take place between now and then.

JACKPOT BOWLING STARRING THE SHIRLEY TEMPLE SHOW

(The Land of Ox)
With Shirley Temple, Jonathan
Winters, Ben Blue, Sterling Holloway, Gil Lamb, Agnes Moorehead, Frances Bergen, Arthur
Treacher, Mel Blane, Charles
Bonz, Marl Lynn, Norman Levitt,
William Keerne, Lou Merzitt, Bosz, Mari Lynn, Norman Levit,
William Keene, Lou Merrill,
Maurice Dallimore, Dennis
Holmes
Producer: William Asker
Director: William Corrigan
Writer: Frank Gabrielson
Music: Vio Schoen (theme music,

Music: Vie Schoen (theme music, Vie Minzy) 60 Mins., Sun., 7 p.m. BEECH-NUT, RCA NEC-TV, from Hollywood (tape) (color)

NEC-TV, from Hollywood (tape) (color)

"Lassie" has given CBS-TV a virtual stranglehold on the early-Sunday-evening "family" audience for several years, and "Dennis the Menace" in the following half-hour slot has consolidated that hold during the past year. It's not likely that "The Shirley Temple Show" will enable NBC to take over dominance of the 7-8 Sunday period but there's no question that it'z going to make a good fight out of what was once a walkaway. Miss Temple's new entry appears more or less a logical sequence of her "Shirley Temple Storybook," out of the Henry Jaffe-Screen Gems shop a couple of seasons back. The difference is that the latter was restricted to fairy tales and was filmed, while the new entry is on tape and is broader in scope. More importantly, this new entry is anchored in a timeslot that makes eminent sense, since

new entry is on tape and is broader in scope. More importantly, this new entry is anchored in a timeslot that makes eminent sense, since it's a family show in the true sense of the word, with appeal for the moppets and the adults as well.

Moreover, if the kickoff is any indication, it promises to be far superior to "Storybook" in conception, if not execution. The filmed stanzas, though slickly enough produced, were bland, and for the most part du'll. But this kickoff "Land of Oz" entry was intelligently scripted and was played and directed so as to be fun and at times even urbane. True, it lad some rough production edges—despite its taping, it looked as if it was done in something hurry, but it also had a little content, for a change.

Not much point to the story

but it also nad a little content, and a change.

Not much point to the story, what with a plot to overthrow the government of Oz, a magic spell that turned Princess Ozma into a that turned Princess Ozma into a boy, a series of adventures with the boy, Jack Pumpkinhead, the Tin Woodsman, the Straw Man, Glinda the Good and the Sawhorse, all against the evil forces of Lord Nikidik and Mombi the Witch, as-

against the evil forces of Lord pikidik and Mombi the Witch, assisted by Graves the Butler. Good won out at the end, of course, and there were enough plot turns to keep things moving quickly. But the characterizations and some of Frank Gabrielson's dialog gave "Oz" its real impetus and fun. Agnes Moorehead stole the show as a delightful Witch, turning on a cockney accent and a derisive manner, and Jonathan Winters wasn't far behind as the wicked but not very effective Nikidik, a honey of a performance. Arthur Treacher as his gloating butler, Sterling Holloway as the pumpkin, Ben Blue as the scarecrow and Gil Lamb as the Tin Woodsman all contributed to Tin Woodsman all contributed to the major fun, with assists from Mel Blanc, Charles Boaz and Wil-liam Keene. Miss Temple, as usual, was a warm and charming hostess, made an exquisite Princess and was an attractive a young boy as

was an attractive a young was an attractive a young could be found.

William H. Brown is exce-producer for NBC, while Bill Asher produced this particular segment and turned in a fine job. William Corrigan directed, and if he has to take some of the blame for the few ragged edges, this is far outged to the found of the concept of the c take some of the name to ragged edges, this 'Is far out-weighed by the fun of the conception and casting. NBC's special effects boys had a field day, turning in an excellent job, and that RCA tint was prefectly suited to the chow.

#### 'Nation's' Candidates

The four Presidential and vice-Presidential candidates have been The four Presidential and viceresidential candidates have been
offered additional time to make
their political points by CBS-TW
via invitations to appear on "Face
the Nation" during the month of
October, and all eandidates but
Vice-President Richard M. Nixon
have given quick acceptances. He's
yet to be heard from.
Sen. Lyndon B. Johnson opens
the series with an appearance Oct.
2; Henry Cabot Lodge appears Oct.
30. Nixon, if he accepts, presumably would get the Oct. 23 date.

# Chi's New Flareup on B'cast Access **To City Council Meets Vs. Press**

Chicago, Sept. 20.

The pencil and the electronic journalists are feuding again. This time it's over, the obstructionist tactics used by the daily press boys when the broadcast newsmen were campaigning for unrestricted access to the meetings of the City Council. It prompted newsman Len O'Connor, who conducts twin commentary shows on both. washington, Sept. 20.

Kenyon Brown and the KCOP
L. A.1 group have sold KFOX.

Kenyon Brown and the KCOP
L. A.2 group have sold KFOX.

Kenyon Brown and the KCOP
L. A.3 group have sold KFOX.

Council. It prompted newsman
Len O'Connor, who conducts twin
commentary shows on both WMAQ
and WNBQ itv, to go on the air
ast week with a hlast against
the local press for its duplicity.

Although he didn't refer to him
by name in his broadcasts.

Although he didn't refer to him
by name in his broadcasts.

Mullen, vetaling the state of the state

ast week with a mast against the local press for its duplicity.

Although he didn't refer to him by name in his broadcasts, O'Connor's principal target was Jay Mullen, veteran City Hall reporter for the Chicago Daily News, who voiced the only objection to the presence of radio and tw equipment at last Friday's session, and who earlier in the week coached an alderman into questioning their right to access. In spite of Mullen, the Council voted unanimously to let radio and tw into the meetings to cover whatever portions they chose for news purposes. The privilege is good, however, only through Dec. 31. The first of next year it comes up again for reconsideration. sideration.

and broad.

Another documentary signed for deals with a report on the experience of socialized medicine in England. Station plans to follow the 70 minute report with a 20-minute "live" show, util zing ranel of American doctors for comments on the British socialized medicine in England. Station plans to follow the 70 minute report with a 20-minute "live" show, util zing ranel of American doctors for comments on the British socialized medicine in England. Station plans to follow the 70 minute report with a 20-minute "live" show, util zing ranel of American doctors for comments on the British socialized medicine experience. U.S. doctors are expected to take the antisocialized medicine position.

Representing BBC in deal was of rive del Strother. BBC official who had been headquartered in N.Y.

Banner Cut Him Off

Without a Cent: Eddie Albert, the of "Candid Cartive produce him no e Godf"

Ablert Re Cand."

Eddie Albert, the of "Candid Cartive produce him no e Godf"

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Eddie Albert, the of "Candid Cartive produce him no e Godf"

Albert Re Cand."

Eddie Albert, the of "Candid Cartive produce him no e Godf"

Albert Re all reporters have actively cannel guestions of his win.

"This same character got highly dignant because NBC and CBS tations) both had cameras in the produce him no e Godf"

About a Ceit Eddie Albert, the of "Candid Cartive produce him no e Godf"

Ablert Re Cand."

own.

"This same character got highly indignant because NBC and CBS stations) both had cameras in the Council today. He argued that this was in violation of what the Rules Committee had provided. He was wrong, indicating that he didn't have a clear idea of what transpired at the meeting that he covered.

"We have made mention before that the Chicago newspapers get purple with rage when there is curtailment of cpen news coverage in Cuba or Afghanistan." On the local scene, they do not practice what they preach. You would think that the newspapers paid rent to occupy space over at City Hall. This open resentment of radio and tw wouldn't be so bad if they played it that way all the time. But they don't, "They fall all over themselves 'We have made mention before

Hall. This open resentment of radio and tw wouldn't be so bad if they played it that way all the time. But they don't, "They fall all over themselves getting over here on time when we give them a chance to make a few dollars on one of our panel shows. They only bite the hand that is feeding them when they are not getting fed."

WCBS-TV UPS CRAMER

Ned Cramer moves up from assistant director of public affairs under Clarance Worden at WCBS-TV. N. Y.

Cramer's been with the station and its sister AM'er. WCBS, singe gothers, the prize-wining "The American Musical Theatre."

#### ABC POSTS SRO ON 'CHAMPIONSHIP BRIDGE'

Chicago. Sept. 20.

ABC-TV's "Championship Bridge" on Sunday afternoons is now SRO. with Kitchens of Sara Lee purchasing the remaining three-eighths of the show. Buy came through the Chi office of Cunningham & Walsh.

North American Van Lines, through Biddle Co., is sponsoring half of the show, as it did last year, and Samsonite Furniture, via year, and Samsonite Furniture, via Grey agency, has 13 spots. "Bridge" will launch its second season on the network Oct. 16 with a slight revision in format. This year's skein will have celebrity bridge players duelling the experts.

# For BBC Entries

the British Broadcasting Corp., giv-ing the Newark-N.Y. indie outlet first refusal on all BBC documen-tarics.

statics.

Station for the upcoming season expects to telecast from 20 to 25 BBC documentaries on an irregular basis. Those already slated include a series of three half-hours on South Africa, six shows on social issues facing the individual, a series themed on revisiting the battles of the last war. Latter series, incidentally, has one episode featuring Edward R. Murrow.

weekly naif-hour package:
Banner said prior to signing
Godfrey as host that he and Albert
had no contract because they failed
to agree on terms. Albert, who has
already shot some segs for the
CBS-TV stanza countered that he
and Banner very definitely had a
verbal accord. Series debuts Sunday, Oct. 2 at 10 p.m.

#### GE & Westinghouse **Question IUE Blast** So WRC-TV Cancels It

Philadelphia, Sept. 20.
A television debate between James Carey, head of the International Union of Electrical, Radio & Machine Workers, and Edward Marr, representing the National Assn. of Manufacturers, was taped for the "Speak Up" show on WRCV-TV, but was never presented.

The cancellation

The cancellation of the program The cancellation of the program led to reports that it was cut off the air due to protests from General Electric and Westinghouse. Carey's union is a contract hassle with both corporations; and he was known to have said his piece on the show about the Government's price fixing charges against the companies. price fixin companies.

companies.

At WRCV-TV it was said there was no pressure brought by either company, but that both G-E and Westinghouse had heard about the program and asked that the tapes be submitted to their legal staffs before they was shown. The station's own counsel then got busy and viewed the show. The IUE leader's remarks wer thought to leave the station wide open for a libel suit and the program department was advised to yank it.

# **Monte Carlo Fest**

Monte Carlo, Nov. 14-16.

According to the festival committee, England may be represented by 13 commercial contractors, BBC-TV and five indie producers. American Enimy Award winners for the past year have been asked to represent the U.S. The Academy of Television Arts and Sciences has been invited to serve as the coordinator for the American entries.

First juror to be appaired.

can entries.

First juror to be announced for the festival is Dame Judith Anderson, repping Great Britain. There will be six awards three special awards made at the option

special awards made at the option of the jury.

Prince Rainier nd Princess Grace will host a private reception for the jurors on the eve of the opening. There, will be eight jurors, two from the U.S., two from England; and one each from Japan, Italy, France and Germany. Jurors and journaists, will view the entries via closed-circuit in the Tele-Monte Carlo. Studios.

Another international festival—

Another international festival this concentrating more on twe equipment—will be held in Montreux. Switzerland, from May 15-27, 1961.

#### FOGARTY HEADS NAB'S NEWS EQUALITY UNIT

Washington, Sept. 20.
Seventeen have been named to
the National Assn. of Broadcasters'
which battles for equal treatment for radio-television in news, the Freedom of Information Committee.

Frank P. Fogarty, executive v.p., Meredith Broadcasting Co., Omaha, was named chairman of the com-mittee.

# Sometimes It Just Doesn't Pay

Cleveland; Sept. 20.

Negative attitude often displayed by the public toward broadcasting's special events coverage was pointed up here last week when Westinghouse WKY-TV-AM went allout for on-the-spot coverage of a major downtown fire.

When a blaze of unknown origin destroyed the three-story building housing the Theatrical Grill, a show biz hangout, KYW news crews gave it thorough radio and tele coverage from the outset about 4:30 p.m. until 9, the hour firemen got the five-alarmer under control. Throughout two KYW camers were trained on the scene, one from close up and the other from a second-story window of studios a half block away. Radio newsmen were on hand with taped and telephoned reports which were broadcast through the night, and frequent cutins were made into regular ty shows with live and film wrapups.

Effort netted the station 200 phone calls from irate viewers, mostly complaining about cutins during a Shirley Temple pix.

There was follow-up praises, however, from Cleveland Press radio-ty columnist Jim Frankel for "superior coverage."

# TV Steps On the Gas

Gasoline companies spent a whopping \$21,300,000 in gross time billings for national spot and network tv advertising during the first six months of this year, according to a Television Bureau of Advertising report, Expenditure represented a 45% increase over the same period a year ago when the total was \$14,700,000.

Biggest share of the total went to spot thecause of its regional flexibility, according to the TvB Rorabaugh figures, with a gross of more than \$13,000,000.

Network, however, had the greatest expansion, going from \$2,304,000 in the first lix months of 59 to more than \$8,000,000 for the same period of 60.

Topping the category for the first six of 60 were Texaco, \$6,393,830 (spot and web total); Esso Standard, \$1,508,100; Mobil Oil, \$1,439,000; Shell Oil, \$1,402,101; and Atlantic Refining, \$1,016,500.

# Indies Challenging Azcarraga's Mex TV Dominance in New License Bids

An upsurge of independent interests in the Mexican television picture is challenging the suprema-

but independent stations have come into being in Monterrey and Guadalajara, where Telesistema also has links.

Picks Up Steam

Nonte Carlo. Sept. 20.

Spain. Canada and France have officially accepted in the international felevision festival to be held in Monte Carlo. Nov. 14-16.

According to th festival come.

over Channel 2.

Communications experts are studying all other applications, with permits to be granted as rapidly as possible to all who comply with prinicpal recuirements. These fundamentally stat that applicant must be Mexican and be solvent morally and economically.

Extreme of the index will be to

Pattern of the indies will be to rely heavily on American episodic series for programming, filling out hours with live shows drawing on local talent. Hope is that live entertainment will slowly supersede filmed shows as stations gain experience and local talent.

ganized.

XET-TV in Monterrey is being installed by Gustavo de la Garza, who owns radio station XET. This station will have highest antenna in world situated on Cerro de la Silla. Scat Mountain) outside the city.

In Guadalajara, Television Tapa-tia, S.A., owned by Alberto Villar, has been operating since Aug. 27 over Channel 6, Now having but one studio, an annex addition will, house other studios as well as ex-ceptive offices. ecutive offices.

ecutive offices.

Industry circles feel that competition in Mexican television will benefit the industry. Jead to a more rapid development, and give broader opportunities to talent and technicians, especially those located in provinces.

provinces.

Mexican boom is expected to touch off general ty development throughout Lati American area where medium is still virtually i swaddling clothes. Capital interests as well as industry executives and technical personnel are making treks to Mexico to study operations here and adapt to local needs. It is expected that tide of observers will swell in 1961.

As Roundo O' Farrill Jr., gen-

observers will swell in 1961.

As Romulo O' Farrill Jr. general manager of Telesistema said, the Mexican industry can do with a lot of improving, especially i renovating and improving transmitting equipment and building up program quality. But he added that the republic has come a long way in the past decade.

in the past decade.

It was on Sept. 1, 1950, that television began in Mexico, with a remote pickup of the states of the nation address of then-President Miguel Aleman. One camera brought the event to a total of 500 receivers strategically placed throughout the city. O'Farrill himself had flow in the receivers in his ow private plane.

Today, there are over 500,000 receivers in the metropolitan area; goal is a million in immediate future. And in the next decade Mexico plans to build up medium so that it can hold its own with the best in the world,

#### Mexico City, Sept. 20 KTTV's Gotham Office KTTV, the Dick Moore-helmed Los Angeles Times indie, is open-

Los Angeles Times index is opening its own N. Y. sales office, with Jack M. Duffield in charge. Duffield is an eight-year vet of the station and was its first merchandising manager. He'll hold down the title of eastern sales and marketing manager.

Blair continues as the KTTV rep. Station's sales veep. John Vrba. arrived this week to install Duffield, while Moore is due N. Y. today (Wed.).

Rome. Sept. 20.

RAI-TV coverage of the Olympic Games in Rome has brought almost unanimous praise for the much-maligned Italo network, which rarely sees a kind word about itself in local print. Observers and tv critics in most Italian dailies for once liked almost everything about the wide coverage given the Rome events by RAI, though only a few were sorry that it was all over, adding that one more shot of muscles in action might have provoked "symptoms of indigestion."

On the statistical side, the RAI-TV effort was indeed an impressive one. The net has just com iled an one. The net has just com iled an official list of achievements, which shows that it originated 116 hours of broadcasts for both the Eurovision and Intervision (Curtain Countries) Networks alone. RAITV played host to 285 foreign radio commentators and 158 foreign video speakers, as well as their related staffs and technicians. Seventeen countries were in on the Eurovision-Intervision pool- of live Olympics telecasts. Ampex units were used extensively.

Coverage was effected by RAI

units were used extensively.

Coverage was effected by RAI via 100 TV emplacements, 4 video studios, 8 light and 3 heavy teams, plus two one-camera vehicles joined by means of 32 radio links, Olympic Center which coordinated RAI activities, employed nearly 1.000 people including interpreters, technicians, drivers, inducers, duriers, and orderers, decreased activers. nicians, drivers, producers, jour-nalists, reporters, etc.

natusts, reporters, etc.

Some 10,000 radio services were made available to foreign broadcasting outfits, with 320 radio installations, 700 mikes, and 66 radio studios serving the radio roster for RAI.

#### GRANADA'S POLA ON U.S. TALENT PROWL

London, Sept. 20. London, Sept. 20.

Eddie Pola, head of Granada TV
Network's light entertainment division, leaves London on Thursday
(22) on a talent prowl that will
take him to New York, Hollywood
and Las Vegas. He will be on the
lookout for acts that can be slotted
into the web's variety Show into the web's variety Show.

On the outward journey, Pola will have a one-night stopover in Manhattan before heading for the Coast. He will spend about a month on the West Coast before returning to New York.

# WANTED: TELEFILM 'DOCTORS'

## Watch Your Head

Washington, Sept. 20.
Elementary tips on how a politician can make the most effective use of television in his campaign are set out clearly and concisely in a new booklet prepared by the National Assn. of Broadcasters. It's titled, "Campaigning on TV," and sells for 5 cents to NAB members

members.

A similar booklet, also a nickle each, has been written on the use of radio, called, "Is Your Hat in the Ring?"

Both helpfully reprint Sec. 315 (equal time), plus FCC rules and regulations affecting political broadcasts.

The booklets seem to have thought of everything. The one on ty, for instance, noies: "Usually a boom microphone will be used. The boom operator will keep your voice in range, but your cooperation is necessary. If you rise quickly from your chair, you are apt to hit your head..."

# Showdown Nears in Com'l-Educ'l Battle for Philly's Ch. 12 Grant

Educational and commercial tele-vision operators are girding for a showdown on the final disposition of blacked-out Channel 12, only ty station allocated to the state of Delaware.

Hearings are skedded to start Oct. 10 before the Federal Communications Commission, in Washington, on the tv outlet which went dark in the fall of 1958. First an exclusively Delaware station, Channel 12 was purchased by Philadelphian Paul J. Harron, and operated as WPJH.

erated as WPJH.

With its transmitter moved to
South Jersey to obtain greater coverage in the metropolitan Philadelphia area, Channel 12 was sold
to the Storer Broadcasting Co.,
which changed its call letters to
WVUE. A losing operation for almost two years, Storer tried to
sell the station and then finally
handed back the license to the
PCC.

Loudest and most energetic of the fiv applicants for Channel 12 is the Philadelphia educational station WHYY-TV, now operating on an ultra high frequency channel. Opposed are four commercial groups: Metropolitan Broadcasting groups: Metropolitan Broadcasting Corp., and National Telefilm Asso-ciates, both of New York; Rollins Broadcasting Co., which operates two radio stations in Delaware and TV stations in other states, and Wilmington TV Co. Inc., a syndi-cate.

Channel 12 argues that its educational fare, which is now available
only through the use of UHF
dapters, would provide cultural
programs for every viewer in the
tri-State area of Southeastern
Pennsylvania, Southern New Jersey and Delaware. A commercial
license would only permit Channel
12 to present "left-overs and
crumbs" not wanted by the three
network stations which now blanket
the Delaware Valley, educational
tv proponents state.
Significantly, Delaware's two

Significantly, Delaware's two U.S. Senators, John J. Williams (R) and J. Allen Frear (D), have refused to join the phalanx of legis-lators, civic leaders and educators from Pennsylvania and New Jersey

(Continued on page 52)

# WCBS-TV's 1-Hr. B'way Tribute

WCBS-TV. the CBS-TV flagship in New York, will stage a special one-hour tribute to the American musical theatre, "Broadway, I Love You," tomorrow night (Thurs.). Station normally programs a one-hour documentary once every month, and last-minute decision found the musical salute getting the nod for September.

Guests will include Asstruct

September.

Guests will include Arthur Schwartz, Otto Harbach and Martha Wright, and the show will be produced by the same WCBS-TV unit which turns out the weekly "American Musical Theatre" half-hour in association with the N.Y. Beard of Education. Ned Cramer, newly appointed pubaffairs director, heads up the "Theatre" unit as exec producer.

#### Morton's A-R Politicos

William Morton, producer of Associated-Rediffusion, is New York with his wife, the former Pat-Bernstein, to do live and filmed interviews on UN and other political personalities. He is working with ABC-TV, on the necessary film unit.

unit.

Among the assignments are interviews with the Presidential and Vice-Presidential candidates. Secretary of State Christian A. Herter et. al. Sometimes Morton telephones his interviews live for cutins into the spot-news A-R programs in England.

Mrs. Morton, one-time VARIETY London bureau staffer, is the daughter of Granada's Cecil Bernstein.

# Jan. Start For 2 New Mont'l

Montreal, Sept. 20.

Montreal's two new privatelyowned tele stations are stated for
January openings if present deadlines are met. Both stations,
CFCF-TV, the English station on
channel 12, and CFTM, the French
outlet, on channel 10, are building
new studios in different parts of
the city at a total cost of \$3,500,000.

Both managements claim theywill have no problem originating
55% of their programs in Canada
as stipulated by the Board of
Broadcast Governors who control
all broadcasting in Canada. The
English station will broadcast
from noon until 1 a.m. with the
French outlet starting at 4:30 p.m.
to midnight daily with a noon start
on Saturday and Sunday.

## Time Mag Sponsoring WBBM's Stereo B'cast

# 'TROUBLE' SERIES

With the '60-61 television sea With the '60-61 television season officially under way, one of its more notable aspects has already set it apart from its predecessors. Blame it on the abundance of film or the frequency of jet service to the Coast, but more than ever before the months of August and September have been chock full of "how can we fix it" meetings in the Bevhills Hotel and the studios between the producers and the "why did we ever buy that dog?" agency exces.

by that dog?" agency execs.

Which leads the question of howcum television unlike legit and other show business forms, has never had the impartial, professional troubleshooter known as the "show doctor," the expert who can move into a situation before the show is on the air and do an impartial repair job.

impartial repair job.

If any industry needed this kind of troubleshooter, it's television and especially television film. For it's usually not only a single show involved, as with Broadway, but an entire series of 26 or 39 shows, and a single wrong turn in the conception of the series spells trouble all the way down the line. Moreover, in tv-film, the damage can be repaired before the show ever gets to the public due to the far-ahead start necessitated by film logistics.

in England.

Morton, one-time VARIETY in bureau staffer, is the fact that a show doctor in television would constitute the sole impartial party involved in the business of analyzing and repairing a series gone sour. Unlike any other facet of the amusements or the arts, the customer in television is not the public—it's the adgency and the sponor. And consequently, more often than not when producer (seller) and agency exec (buyer) get together, there's more concern for maintaining the show, particularly when there's a conflict in views on how to fix it. to fix it.

One veteran of the production wars, former Hal Roach and California National Productions v.p. Bob Cinader, describes what can happen in some of those frenetic pre-season meetings:

nappen in some of those frenetic pre-season meetings:

"The producer can't be objective about his show in the first place no more than a writer can be about his script. So usually the meeting takes place between the studio head and the agency. The studio boss is supposed to be removed enough from the show to have some objectivity about the program's problems, and usually does. But if his views don't coincide with those of the agency, then he too loses his objectivity because he wants to maintain the "relation-ship" with the buyer. He can't tell the agency v.p. he's an idiot because he'd jeopardize the relationship, so that very often he'll sacrifice the show, however reluctantly, in order to keep the customer happy."

Sy WBBM's Stereo B'cast of Chi Opera Preem

Chicago, Sept. 20.

With Time Magazine picking up the tab, to the tune of around \$15,000, WBBM (AM & FM) will broadcast in stereo the performance of Verdis "Don Carlo," which all canches the 1960 season of Chi's Lyric Opera on Oct. 14. For the sponsor it's strictly an institutional pulse. Program is expected to run close to four hours, counting coverage of the pre-curtain color and between-acts interviews.

Station had covered a Lyric opening once before, in 1958, when it carried the complete production of "Falstaff." As it did then, this blds to be the most ambitious in the cast are such opera notables as Richard Tucker, Gluiletta Simionato, Tito Gobbi and Boris Christoff.

WBBM is seeking a prominent mentary. Tapped so far are Jay and received a production of the cast are such opera notables as Richard Tucker, Gluiletta Simionato, Tito Gobbi and Boris Christoff.

WBBM is seeking a prominent mentary. Tapped so far are Jay and Andres as announcer and Lee Philitip as celebrity interviewer.

Station and covered to the property.

A studio boss, knowing that a synchological program on local radio this year, from the standpoint of both costs and production. Appearing in the cast are such opera notables as Richard Tucker, Gluiletta Simionato, Tito Gobbi and Boris Christoff.

WBBM is seeking a prominent mentary. Tapped so far are Jay Andres as announcer and Lee Philitip as celebrity interviewer.

# 'SHOW FIXERS' FOR Those Sat. Morning Deals Pose **Lotsa Money Problems for Webs**

#### Sweets Looking

Sweets Co. of America, maker of Tootsie Roll, is looking for addi-tional Saturday morning network

time.

So far none of the networks have come up with an arrangement agreeable to Sweets, which handles its own tv advertising.

# **Britain Looks To** TV, Radio after '64; Set Scrutiny Team

The Pilkington Committee on the future of radio and tv is expected to begin work this month, following the announcement made at the end of last week of its full personnel. Committee's job will be to advise the Government on what should happen after 1964 to existing radio and tv services, and what cought to be done about a third tw ought to be done about a third ty channel, commercial radio, toll tv,

Two members of the committee are involved directly in show biz: Peter Hall, director of the Shakespeare Memorial Theatre, and actress Joyce Grenfell. Others are industrialist Sir Jock Campbell, Elizabeth Whitley who's the wife of the minister of St. Gles' Cathedral. Edinburgh, and has interests in girls' clubs activities, Richard Hoggart who is a university lecturer in. Envish, business, E. P. Hudson, J. Megaw the Recorder of Middlesbrough, school headmaster J. S. Shields, R. L. Smith-Rose who is director of radio research in the Department of Scientific and Industrial Research, the general secretary of the National Union of Agricultural Workers, H. Collinson, Elwyn Davis who is secretary of the U. of Wales, and footballer Billy Wright. An assistant secretary from the radio services department of the Post Office, D.G.C. Lawrence, will be secretary.

It's explained by an official spokesman that the Postmaster. Two members of the committee

Lawrence, will be secretary.

It's explained by an official spokesman that the Postmaster-General, Reginald Bevins, has aimed to choose a well-balanced deam who will bring a wide range of experience to bear objectively on their task. Chairman Sir Harry Pilkington, who was named some time back, is a former president of the Federation of British Industries.

#### Milw. Makes With 2 Michaels, But Which One Is 'Mad Man'?

One Is 'Mad Man'?

Milwaukee, Sept. 20.

John Michaels, best known in radio locally- as "Mad Man Michaels." has WEMP and WOKY feuding over the use of the "Mad Man Michaels." a disk jockey personality on WOKY from 1954 to Jan.

1, 1960, when he ankled for WKHM, Dearborn, Mich., Johne WEMP here on Sept. 12. "Mad Man" Michaels, since then, has functioned as disk jockey on WEMP's "Coffee Club" 6-10 a.m. show daily,

WOKY has been featuring disk jockey Mitch Michaels.
Circuit Court Judge Harvey L. Neelen last week ordered the Milwaukee Broadcasting Co., owner-operator of WEMP into court this Friday (23) to indicate why the station should not be enjoined from continuing featuring the "Mad Man" Michaels name. Bartell Brodacasters, Inc., WOKY, owner-operators, brought the court action. The Bartell concern claims WEMP is utilizing the "Mad Man Michaels" image, name and program, and that WOKY developed the name and program format.

McCann-Erickson wants to take the reruns of the "Roy Rogers Show" out of national spot and put the half-hour cowboy films for kids back in a network time period. The agency for Nestle, sponsor of the Rogers Show market-by-market across the country, has been talking to CBS-TV about using the program under the same underwriter in the 11:30 a.m. slot Saturdays, siarting after the first of the year.

Measure would on the surface

in the 11:30 a.m. slot Saturdays, starting after the first of the year. Measure would, on the surface, seem a boost for network over national spot, but there are other considerations, and they don't bode good for the networks in kidvid time, particularly on Saturday mornings.

Problem of finding enough sponsers to fill juve tv programs is relatively old, but it has fresh slants, one of the more important ones seemingly reflected by the McCann-Nestle manuver. Reportedly, McCann seeks the same kird of deal for Nestle that it has at CBS for Nabisco, another of its clients. Nabisco sponsors "Sky King" Saturdays, from noon to 12:30.

Nestle pays CBS-TV full rate for the half-hour "King" only on alternate weeks. The other weeks "Sky King" time, it is believed, is sold, approximately for station-compensation, which is about one-third to two-fifths of what the half-hour time normally costs. Agency would not confirm the specific

hour time normally costs. Agency would not confirm the specific alternate-week discount structure for "King," but it admits there is

one.

In addition, CBS pays Nestle and McCann what the agency describes as a "program allowance" for "King." Actually, no money changes hands on this allowance. Instead, this payment by the network for the program itself is applied against the total cost to the sponsor. Consequently, the sponsor gets an alternate-week time discount, plus another discount consideration called "program allowance."

As with "King," McCann will control the Rogers reruns. The major obstacle to a firm deal with CBS in January has been virtually cleared away. The agency said that most of the stations now carrying Rogers have already relinquished the program (which is presently sold by the Rogers production house directly to stations and then by the stations to Nestle), but there

(Continued on page 48)

# Metropolitan In **KMBC Dickers**

John Kluge, president of the Metropolitan Broadcasting redio-ty chain, is understood to be dickering with the present owners of KMBC-TV & AM, Kansas City, for his sixth video outlet. Owner of the ABC affiliate in the three-station ty market is Cook Paint & Varnish.

At present, Metropolitan which

Varnish.

At present, Metropolitan, which began two years ago with tv stations in N.Y. and Washington, owns another VHF station in Sacramento, recently bought a VHF'er in Peoria and is awaiting FCC clearance on the purchase of a U in Decatur. Met also owns radio stations in N.Y. and Cleveland.

#### Nielsen's New Service

A. C. Nielsen has launched a new media service which will measure national magazines and tv au-diences in the same country-wide

diences in the same country-wide panel. Nielsen Media Service will con-sist of a yearly report on the total audiences of 12 major consumer mags; Nielsen tv index data, and special reports on the audience reached by magazine and tv combi-nations

nations.

Research firm says the new measure has been two years in the works with a full-scale pilot test having recently been completed.

THE REBEL ME REBELI With Nick Adams, George Mac-Ready, Teddy Rooney, William Bryant, J. Pat O'Malley, Lynn Shubert, Ed Nelson, Harry Whis-ner William Harlow, Andrew J.

**TELEVISION REVIEWS** 

Fenady
Producer: Andrew J. Fenady
Producer: Andrew J. Fenady
Director: Bernard L. Kowalski
Write: Fenady
30 Mins., Sun., Sept. 18, 9 p.m.
LIGGETT & MYERS, PROCTER
& GAMBLE, UNION CARBIDE

Director: Bernard L. Kowalski
Write: Fenady
30 Mins., Sun., Sept. 18, 9 p.m.
LIGGETT & MYERS, PROCTER
& GAMBLE, UNION CARBIDE
ABC-TV (film)

(D-F-S, Y&R, Wm. Esty)
This post Civil War series was off to an exceptional start with a preem episode based on the surrender of General Lee to General
Grant.

Producer-writer Andrew J. Fendy years a thoroughly fine supporting cast an unusually imaginative script with which to work. Star Nick Adams, as ex-rebel Johnny Yuma, spun a yarn about Grant's sympathetic approach to the surrender terms for an unreconstructed, bitter southern kidwhose father was killed in the War.

In flashback, Adams told how he plotted to kill Grant at the Appomattox surrender meeting with Lee. Hidden behind a vent in the attic of the court house, the young rebel solder attempted to draw a pistol bead on the Bluecoated general throughout negotiations, finally realizing through Grant's states manship and respectful manner with Lee, the tragic error a successful ambush would have been. The young Rebel was particularly effected by Grant's altering of surrender terms so that Southern solder couldn't, in their hearts, leave, because two did and loving people.

ABC-TV instance (film)

(BBDO, Young & Rubicam)

(The Donna Reed Show" will be having two premieres On it to satisfy the network, ABC-TV. To begin this one of the program spone of the program's premiere to go the half-hour week by situation comedy will have an other to satisfy BBDO. To the first premiere to go the half-hour week by strong the premiere to go the half-hour week by strong the premiere to go the half-hour week by strong the premiere to go the half-hour week by strong the premier to go the half-hour week by strong the premier to go the half-hour week by strong the premier to go the half-hour week by strong the program's premier to go the half-hour week by strong the program of the program's spone of the program's program o of the court house, the young rebel soldier attempted to draw a pistol bead on the Bluecoated general throughout negotiations, finally realizing through Grant's statesmanship and respectful manner with Lee, the tragic error a successful ambush would have been. The young Rebel was particularly effected by Grant's altering of surrender terms so that Southern soldier could take their horses and mules home and his refusal of mules home and his refusal of Lee's sword

Lee's sword.

Meeting of the generals was excellently played out by William Bryant as Grant and George Mac-Ready as Lee. Bernard Kowalski's direction added an overcast of excitement to the event via graphic camera work on the ambush attemp. Just to keep the record, atraight. Adams wound up the camera with the keep the record straight, Adams wound up the story by letting the kid's grandfather know he really wasn't there. "Rebel" is a Goodson-Todman production in association with Fenker-Ada Productions. Bill.

THE DETECTIVES

With Robert Taylor, Tige Andrews, Russ Thorson, Mark Goddard, Ursula Theiss, Thomas Nelle, Roxanne Arlen, Alan Jäffe, Roxanne Arlen, Alan Jaffe, Richard Angarola, others
Producers: Jules Levy, Arthur Gardner, Arnold Laven
Director: Don Medford
Writer: Lee Karson
30 Mins., Fri., 10 nm 30 Mins., Fri., 10 p.m. PROCTER & GAMBLE

PROCTER & GAMBLE
ABC-TV. (film)
(Benton & Bowles)
Having learned to their own
satisfaction that motion picture
stars—even stars of Robert Taylor's fame—are not necessarily stars—even stars of Robert Taylor's fame—are not necessarily to
box office, the veteran producers
of "The Detectives" have introduced to the team of Taylor detectives an addition who might appeal
to teenagers and who looks quite
young enough to be a teenager
himself, only lie's a policeman instead.' Producers Jules Levy,
Arthur Gardner and Arnold Laven
have also introduced sex more

First script, written by Lee Karson and directed by Don Medford, was poor. Young Goddard's good looks barely compensated for the barreness of his part. Miss Theiss was brought into the plot on the filmsiest of excuses—as the bait to catch, a killer, but her role rapidly evanorated, leaving time for the evanorated, leaving time for the catch a killer, but her role rapidly evaporated, leaving time for the new boy, Goddard, to get a crack at the badman, too, Miss Theiss looked prettily out of place with nothing to do until the 30 minutes were up. Naturally, neither Goddard nor the new leading lady caught the crook. Taylor, out of the blue, did the job.

THE DONNA REED SHOW With Carl Betz, Shelley Fabares, Paul Petersen; Parker Fennelly,

Mary Treen, others Producer: Tony Owen Director: Andrew McCullough Writer: Sam Adams 30 Mins., Thurs., 8 p.m.
CAMPBELL SOUP, JOHNSON &
JOHNSON

cause two old and loving people ran it, who would be torn apart if they lost their last customers. Still, they lost their last customers. Still, they lost their last customers. Still, the joint was about to close, until the goodhearted doctor and his frau found an unlikely (and, to the viewer; unbelievable) solution to the old folk's massive predicament. Director: David Rich the plot line seemed thrown together in haste.

Cliff Robertson, / Susan mings, Dick Wessel, Jac bert, others Droder: Boris D. Kaplan the plot line seemed thrown together in haste.

and Paul Petersen, who essay their children, are competent actors, but they can do no better than their material, which, in this case, was by Sam Adams. Jay North, the star of "Dennis the Menace" will be the guest on the second pre-miere. Perhaps he will have more to work with.

FOOTBALL KICKOFF—1960
With John Daly, Merv Griffin,
Louise O'Brien, Allyn McLerie,
Kelly Brown, others
Producer: Fred Heider
Director: Jack Sameth
60 Mins., Wed. (14), 7:30 p.m.
ABC-TV. from New York
ABC-TV's "Football Kickoff—1960" was an hour long pep rally
otherwise plugj for the web's coverage of NCAA football this fall
first telecast of the college games,
which moved over to ABC from
NBC, was last Saturday.
Show was lively entertainment

Columbia, and Earl Blaik of Army. The trio discussed rule changes, as though they were at the summit. Daly, although he may be, came off as a most unlikely football buff.

The coaches Little and Blaik who must be something to behold at half-time) sounded like Wernher you Braun discussing mankind at the crossroads.

#### Chuck Hill Back

were up. Naturally, neither Goddard nor the new leading lady caught the crook. Taylor, out of the blue, did the job.

Maybe when the two new characters are established, the proacters are established, the proacter of the proacte

MAVERICK
With Jack Kelly, Roger Moore,
Robert Casper, Robert Douglas,
Laurie Main, others
Producer: Coles Trapnell
Director: Les Martinson
Writers: Primo Saxon, Ron Bishop
60 Mins., Sun., 730 p.m.

ABC-TV, from H'wood (film)
The absence of Jim Garner from
"Maverick" won't help the ABCTV program, although in the first

if (End of a Dream)
With Darren McGavin, Noah Beery, Robertson, / Susan Cum s, Dick Wessel, Jack Lam

PARTICIPATING
NBC-TV (film)
It didn't mean to be, but the first chug-chug of "Riverboat" for the new season was funny. Preem hour had a pell-mell, tall 'tale ludicrous quality that defied ryhme or reason.

Apperential MCC-1

Apparently, MCA's Revue and Apparently, MCA's revue and NBC-TV decided to pull all stops on this one, mix action with sentiment, have multiple story lines; character twists, unexplained motivations, and what, have you tivations, and what have you, and in the midst of the confusion that riverboat whistle kept tooti ' every few minutes.

No one could question the vigor of Darren McGavin, the captain of the Mississippi traveler. He was vigorous. The episode was color-ful. But oh, that script. It seemed lifted out of the pulps of 1840's, the period of the series.

Second season of those churn-ing wheels has Noah Beery as the

pox office, the veteran producers of "The Detectives" have introduced to the team of Taylor detectives an addition who might appeal to teenagers and who looks quite young enough to be a teenager himself, only le's a policeman instead. Producers Jules Levy, Arthur Gardner and Arnold Laven have also introduced sex more liberally than last season.

The new man, who, naturally, is handsome, is Mark Goddard, who was featured last season in Four Star's "Johnny Ringo." His role in the first program of the new season on Friday 116, didn't call for nuch. Ursula Theiss, was the sex element, and she was more than sexy enough, although as a lady reporter covering the police blotter, this German dish, who is married to Taylor in real life, served best as a demonstration of officeat.

First script, written by Lee Karson and directed by Don Medford. Was near Vermitted to Taylor in real life, served of the police plot deals and there was a nore lating. The trio discussed with the producer of the police blotters and the commentation of officeat casting.

Second season of those churning wheels has Noah Beery as the new sidekick for McGaven. Beerry, hing wheels has Noah Beery as the new sidekick for McGaven. Beerry, on MEC, was last Saturday).

Show was lively entertainment ing wheels has Noah Beery as the new sidekick for McGaven. Beerry, on the coll specific members of Britanian Met. Ouise O'Brien, ing wheels has Noah Beery as the new sidekick for McGaven. Beerry, on the self specific members discussed by one haddition. Both Met. Proving the musical segs featuring Merv Griffin, Louise O'Brien, Louise O'Brien, Met. Proving the musical segs featuring Merv Griffin, Louise O'Brien, Ing Merv Griffin

tent.
Teleplay by Milton S. Gelman
for awhile resembled a Grand Hotel of the river. Snapshots of the
western immigrants were frequent, but the shots were cliches ammit. quent, but the shots were cliches me off and the mixture of sentiment and uff. action tasteless and awkward. Blak David Rich directed. It can be David Rich directed. 10 can-said he kept things moving. Horo.

#### **ARB Ups Kirsch**

Washington, Sept. 20. Arthur D. Kirsch has been named to the newly created posi-tion of research manager of

named to the newly created post-tion of research manager of American Research Bureau. Dr. Kirsch Joined ARB early last fall to supervise research and quality controls. He came to ARB from the National Security Agency of the U.S. Government, where he served as research psychologist.

LAWMAN
With John Russell, Peter Brown,
Johnny McKay, Peggie Castle,
Tom Rettig, Richard Evans, Dick
Rich, Terry Rangno, others
Exce Producer: William T; Orr
Director: Robert T. Sparr
Witters: George Lairfen Director: Robert 1. Sparr
Writers: George Lainden
30 Mins., Sun., Sept. 18, 8:30 p.m.
R. J. REYNOLDS, WHITEHALL
LABORATORIES
ABC.TV (film)
(W1 . Esty, Ted Bates)

Holdover oater "Lawman" turned to ABC-TV with a story of luve delinquency in old Laramie. Series is strictly middling prair-

ie fair ith casting by Nielsen: senior senior lawman, junior lawman, gambling-hall chick, etc.

Opener had Peter Brown, as young deputy Johnny McKay, takless town boys jailed for killing a cow. He sprung them from the pokey, got them work and was able to win over four out of five. It was

Brown paced off his part accord-Brown paced of his part according to specifications for the decorative young Hollywood cowpoke. John Russell, as steely-eyed, mustachioed Marshal Dan Troop, had little to do but look on in this one. He grunted his lines and played it generally in low-key. Peggie Castle was wise and sexy in the saloon matron tradition. Of the five kids, Richard Evans as bad-boy, Goff, was easily standout, g getting some genuine menace into the role.

Series is out of the Warner Bros. plant with Robert Sparr's direction and George Lairden's scripting by rote. Season's preem was based on a story by Jules Schermer.

MAKE YOUR MARK Producer: Glenn Bernard Director: Jim Hirschfield 60 Mins., Wed. (13), 8:30 p.m. WCAU-TV, Philadelphia WCAU-TV enlisted

WCAU-TV emisted a sizeable lineup of stars, headed by Jona-than Winters for its hour-long public service special to hypo registration—"Make Your

Lee and Susan Barrett. Sports figures on hand were Robin Roberts, Guy Rodgers and Vic Seixas.

Winters enlivened proceedings with his running commentary on film clips from the Mack Sennett, era, claiming the souped-up pix were voters dashing off to register. He also did his hunting dog bit. To further sput the lagging voters strictures, and publisher Tom Burr recited the "Give us your Maschler explained that he printed poor" inscription from the Statue of Liberty, and a part of the Gettysburg Address. The Mariners intoned "Nothing Like a Dame," change, discussed it with a bill-bick Lee sang "Lazy River" and his melodic new recording click, "I Never Knew Till Now." Miss Barrett offered a medley of Jolson numbers in busy fashion. The Top," at his Yorkshire home, Ritz puppets had some good string large was interesting on the sequence on one vote's influence revealed how many candidates had lost because of a difference of one vote per precinct and proved an especially many candidates had lost because of a difference of one vote per precinct and proved an especially many candidates had lost because of a difference of one vote per precinct and proved an especially many candidates had lost because of a difference of one vote per precinct and proved an especially many candidates had lost because of a difference of one vote per precinct and proved an especially many candidates had lost because of a difference of one vote per precinct and proved an especially many candidates had lost because of a difference of one vote per precinct and proved an especially. hls melodic new recording circs, "I Never Knew Till Now." Miss Barrett offered a medley of Jolson numbers in busy fashion. The Ritz puppets had some good scripting. Jack Whitaker's sequence on one vote's influence revealed how many candidates had lost because of a difference of one vote per precinct and proved an especially pertinent reminder.

Program was purely a public

especially pertinent reminder.

Program was purely a public service project and show was commended by Philly Mayor Richardson Dilworth who called it a "tremendous help in making the people aware of their responsibility as citizens" and said the final vote will show a tremendous increase due to WCAU-TV's efforts.

In the WCAU-TV's efforts.

In the WCAU-TV coverage area there was a sharp rise in registra-tion, double the normal figures the tion, double the normal figures the night of the telecast, according to station execs. More than 900 persons called the studio despite the fact that all local newspapers carry full registration info. Gagh.

### Aubrey's Brand Names Slot

Brand Names Foundat scheduled for next spring.

#### Foreign TV Followup

Sunday Night at the Palladium Making its return to the fall-schedule, ATV "Sunday Night at the Palladium" scored freely the Palladium" scored freely enough to suggest that it will still take a miracle to oust it from top lace. Chief viewer bait was Frankie Vaughan, who showed even greater assurance in a well-geared act that featured a couple of numbers from "Let's Make Love." With every leg-twitch egg-timed, Vaughan followed with a mike-trailing sorti into the audience, disposing of a couple of kisses, went into a duet, "The Shy, Mary Ellen," ith planted blonde, and closed vivaciously with a calypso. This was a fine act, skillfully blended to get the girls without making the boys rush for the cloakroom.

A couple of colored terners, the featured a couple of numbers from "Let's Make Love." With every

A couple of colored terpers, the Clark Brothers, clicked happily with the two tap routines that were delicate and brought much-needed charm to the old heel and toe. And the Five Amandis produced ele-gant acrobatics, which would have come over more strongly if pro-ducer Albert Eocke had placed his cameras so that all five of them were on screen at the same time. There was also some mild ventrilo-quism from Chris Connor, who seemed to think that not moving his lips meant he needn't have any

gags.

This was the last appearance on the show of eincee Bruce Forsyth; he's being promoted to his own spot in November. His extrovert, party-throwing manner will be sorely missed. As usual, he took the squirms out of "Beat the Clock" and bubbled throughout.

The Palladium Boys and Girls The Palladium Boys and Girls were given an over-elaborate dance routine, fine for the stage but messy when reduced to a 17-inch screen. Cyril Ornadel was the immaculate master of the musical side. And producer Locke was as deft as ever, with the small exception indicated above.

Otta,

with switchboard and battery of operators to answer telephone questions. Mobile units were set up in the station's parking lot and at other strategic positions, and baby sitters were made available. Staffer Bill Hart co-emceed with Winters and the studied newscaster John Facenda weatherman Jack Whitaker and puppeteer Gene London. Outside talent featured "Perry Mason's" Raymond Burr, the Ritz Puppets, the Mariners and vocalists Dick Lee and Susan Barrett. Sports figures on hand were Robin Roberts, Guy Rodgers and Vic Seixas. Winters enlivened proceedings with his running commentary sign clips from the "era, clair" and the successions of the mariners and vocalists Dick Lee and Susan Barrett. Sports figures on hand were Robin Roberts, Guy Rodgers and Vic Seixas. Winters enlivened proceedings with his running commentary sign clips from the "era, clair" and the procession of the succession of the success

The attempt to lower the sights of "The Book Man" spoiled its value for the bookish without making it more popular. Betjeman bumbled amiably as emcee, but seemed disinterested, as well he might. might.

The Larkins

This buoyant domestic-comedy series made a gay comeback to ATV's a u t u m n schedule. Its strength is in the firmly-rooted writing of Fred Robinson, who keeps the family characters human while putting them through various exaggerated and farcical capers. And the liyeliness of the result also owes much to the wellsult also owes much to the well-matched styles of leads, Peggy Mount as the bellowing mother and David Kossoff as the meek dad.

Aubrey S Brand Names Slot

CBS-TV prexy James T. Aubrey has been named chairman of next year's Brand Names Week.

The promotion, sponsored by the Brand Names Foundation, is

(Continued on page 52)

# Foreign Television Reviews

DANGER MAN
With Patrick McGoohan, Barbara
Shelley, Delphi Lawrence, John
Lee, Colin Douglas, Philip Lathams, Court Benson, Andreas
Malandrinos, Charles Houston,
Raymond Young, Marie Burke,
David Ritch, June Rodney
Writers: Brian Clemens, Ralph

Smart
Director: Terry Bishop
So Mins., Sun. 7:30 p.m.
Associated TeleVision, from Lon don (Film)

don (Film)
This new filmed series of 38 episodes had two qualities lifting it out of the rut. First was the personality, punchy and potent, of its star, Patrick McGoohan. Second was the spanking pace of the direction, which didn't let an idle second so by.

second go by. Central character was a special security man, John Drake, and on this one, he was on the trail of a missing \$5,000,000 and a murderer. The basic ingredients were the basic ingredients were the

same as most of its kind, with the embellishment of two comely damsels (Barbara Shelley and Delphi Lawrence). It ended up just the same with a bout of slugging.

But the scripting was taut, and, oa this showing, "Danger Man" had professional values and an excitement that should ensure it a high rating. Main criticism must be that it dwelt with too much affection on violence. Ritting a man with a pistol-butt seemed a bit gratuitous for a family, early-evening audience.

ming audience.

McGoohan, as indicated, was full
of fire and authority. He showed
no tendency to walk through the
part; he insisted on acting it. It part; he insisted on acting it. in made quite a difference. Other acting support was spruce, with Barbara Shelley making a sultry and fetching heroine. With a few more ounces of sweat put into the script. "Danger Man" should easily match est of its kind from the U.S.

THE LIBERACE SHOW With Liberace, Janet Medlin, Bal-let Trianas, Granadiers erch Director: Mark Stuart

let Trianss, Granadiers erch
Directer: Mark Stuart
Musical Director: Gerdon Rebinson
55 Mins., Wed., 8:38 p.m.
Granada TV. from Manchester
Somewhat less coy and unctuous
than usual, Liberace sauntered
through this showcase for his
pianistics with aplomb. The usual trappings of candelabra and
diamante suiting were present. The
only notable absentee was Mom.
though George was mentioned in only notatic assentee was more, though George was mentioned in passing. The only novelty in the way of get-up was Liberace in the pearly costume associated with Cockneys on festive occasions. It

Cockneys on festive occasions. It atted.

The plano program was familiar, ranging from capsule Tchaikovsky to potted pops. Relief was provided by some nifty clacking and twirling from a six-piece Spanish dance troupe, the Ballet Trianas; and by Granada's resident choir, the Granadiers, making a production number out of 'Miss Otis Regrets.'

Liberace also fulsomely introduced Janet Medilin, who's been touring the British halls with him A thrusting thrush, she burst inte "Wunderbar" and then duetted with the star in a medley. She purveyed a hard voice, and a granite personality.

The sets were suitably a poor man's dream of opulence, and Gordon Robinson's orthestral backing was welte Mark Stuart directed with vigor. Liberace was all the better for being a a little more Wiladiu than Valentino on this eccasion.

hide," a caption alleging that the story of the period covered sion, the kind of place where one parallels the American West."

Method of place where one push overthrows a wall, and there and trigger-happy baddies. With pounding hooves, saloon fisticuffs tec. The badmen, incidentally, were three secondraters who'd emigrated from the States, while the hero, stagecoach-line boss Christopher Cobb, also hailed from This, baldly, was the scene-setting the LIS. the US

the U.S.

As a copy of Western vidpix this "Episode in Bathurst" had all the required action, being slightly off-beat to the degree that the virile Cobb refused to clap on a gunbelt but insisted on routing the villains with fist, boomerang and stock-whip. It should have created an eager following, but it must be added that the utter Americanization throughout was a shade of-fensive: the Australian citizens we're presented as sheeplike ciphers, while one line in the only one who can stop them." Characterizations were naive,

only one who can stop them."
Characterizations were naive,
and the players coped with required competence. Peter Graves
made an appropriately kingsize
hero figure, though surprisingly
(remembering our love of the West) he dallied amorously with a gal on a sofa.

Hendry, Robin Went worth, Michael Crawford, Joseph Tomelty, Diana Kennedy, Alistet Williamson, David Stuart, Robert Ressell, Blaise Wyndham, Edmond Bennett, Keith Goodman, Anthony Foyle, Anthony Andown, James Garrett Producer: Julian Bond Writer; Bond Director; John 20 Mins.

Director: John Knight 30 Mins.; Sat., 7 p.m. ABC-TV from Manchester

ABC-TV from Manchester
Laudable in aim and execution, it trod the path of the socially-conscious fiction-documentary, the first eplsode in this skein of live 30-minutes was nevertheless disappointing. That's simply because it paralleled so closely another series, "Probation Officer," wherein the same kind of official dogooder wrestles with the same problems of the underprivileged and unfortunate. It isn't surprising that this should have been so, inasmuch as Julian Bond writes many of the "Probation Officer" cases and is writer-producer on "Police Surgeon." "Police Surgeon."

cases and is writer-producer on "Police Surgeon."
With the reservation, then, that viewers may be served with too much of a good thing, it should be noted that the police surgeon is a compassionate character who takes an interest in people far beyond the medical and who, in this kickoff piece, befriended a teenager (Michael Crawford) and almost persuaded him to go straight, only to have the lad arrested before making his first right move. The wry little anecdote scored intelligently in its dialog between the protagonists and in its directly associated incident, being not quite so much at ease in they-play that filled in the picture of life in a local police station.

Expertly produced, the piece had further virtues in the sympathetic personality and competence of Ian Hendry in the key role. Crawford was firstrate as the erring youngster, while Joseph Tomelty and Anthony Foyle were among those who scored in the less substantial parts.

local council sent a minion round to report on the property, and, to prevent themselves being evicted, they got round the inspector by persuading him to take a room.

This, baldly, was the scene-setting situation, and it was joilled up with a bumper number of simple japes. In the first two minutes, two of the characters had tripped and fallen flat on their faces. Other highspots included the rotund Hattle Jacues being tranned in a fallen flat on meir texts of the rotund Hattle Jacques being trapped in a packing-case, and the zany Charles Hawtrey sitting in a pool of ink. It was that kind of farce, but it was written by Hudis with such expert dexterity that it scored.

Hattie Jacques and Charles lawtrey, both familiar from the Hattie Jacques and Charles Hawtrey, both familiar from the movie series, took the major share of the buffetting and produced most of the belly-rumbles. The others principals, Joan Sims, Norman Rossington, Frederick Peisley, and Frank Pettingell, had little to do but register themselves in this one, but will presumably grab more of the limelight in succeeding episodes. The only jarring note was struck by Trader Faulkner, as the newly-married artist;

note was struck by Trader Faulk-ner, as the newly-married artist, he was rather heavy with the ham. Producer Ernest Maxin set the caper whirling along, with the wind in its tail. It was indeed, a copper-bottomed success, with the emphasis on the bottom. Otta.

CALL FOR ACTION
Writer: Duncan Ress
Freducer: Geoffrey Baines
36 Mins., Thurs., 7:39 p.m.
BBC-TV, from Leaden.
Lifesaving is the subject of these
four filmed documentaries, and
this sendoff sample delved into the
operation of the Air-Sea Rescue
Service, a bipartisan effort by
Skackleton airplanes and highspeed launches. Method was to
show a single operation, sprinkled
with slight fictional seasoning. It
worked reasonably well, and
served its purpose of serenading
unsung heroes. unsung heroes.

The half-hour packed a

The half-hour packed a good payload of reassuring information, and achieved moderate tension by brisk cutting from the stranded fellows in a dinghy to the craft speeding to their help. In fact, Duncan Ross's able and crips pscript only failered when he introduced some phoney fisticuffs, to illustrate the importance of discipline. This seemed contrived and impaired authenticity.

Geoffrey Baines assembled the film with telling economy, and, of its kind, the program held its own, without breaking any blood-vessels.

Otta.

THEATRE '70'

THEATER 76"
(The Man).
With Robert Horton, Ruth Danning, Budd Knapp, Topsy Jane,
C. Denier Warren, Cive Endersby, Robert Chinays
Producer: Christopher Morahan
Writer: Mel Dineili
75 Mins.; Sat., 10:30 p.m.
Associated TeleVision, from LonJan

touring thrush, she burst into add further virtues in the sympath with the star in a medley. She puryeyed a hard voice, and a grantite personality and competence of Ian Hendry in the key role. The sets were suitably a poor man's dream of opulence, and Gordon Robinson's orchestral backing was evelte. Mark Stuart directed with vigor. Liberace was all the better for being a a little more Wiladziu than Valentino on this eccasion.

WHIPLASH

WHIPL

with nice ingenuity. He didn't stop up all the loopholes in the plot, but at least he skated over them without breaking the play's continuity and held attention right up to the last-minute murder, the final turn of the screw.

Horton was impressive as the twisted handyman, showing a new dimension to British audiences who know him only as a Western hero. He made it credible that his victim should veer between terror and sympathy, striking just the right balance. Ruth Dunning was fine as the tormented woman, and unimportant minor support was adequate. Christopher Morahan's production added some cold touches of its own to the script. In fact, it was the kind of show that must have postponed sleep for quite a lot of viewers and insomnia is the chief aim of a show like this. Otta. twisted handyman, showing a new

KNIGHT EBRANT LIMITED
With Hugh David, Wendy Williams,
Kay Callard, Peter Reynolds,
Heather Chasen, Geoffrey Toone,
Barbara Young, Elaine Miler,
Phyllis Hart, Gordon Waine
Fraducer: Warren Jenkins
Director: Graham Evans
Writer: William Hood
55 Mina, Thurs., 8:30 p.m.
Granada TV from Manchester
Granada's Thin-Mannish type of
yarns which made a reasonably entertaining impact last season
didn't get off to the best of starts

yarns which made a reasonably en-tertaining 'impact last season didn't get off to the best of starts in "The Jazzman," which intro-duced the two new characters who, are to figure in the key roles this season. Seems that the "Adam Knight" who founded the aid-those-in-distress agency has emi-grated and the, outfit has been taken over by a pal, 'Stephen Drummond,' whose secretary does some winsome prompting and some winsome prompting and aiding, Reintroduced was a news-paperwoman character who abets

paperwoman character who abets in investigations.

As a formula, it's still okay, but this stanza (originally skedded as No. 2 in the series but, it appeared, somewhat hurriedly inserted as replacement) had a rambling, untidy script with some very minor climaxes and inadequately worked-out characterization. Apart from the airy by-play in the Knight Errant offices, the meat consisted of wouldbe heart-tug stuff involving a 12-year-old whose stepfather wanted to send her to Rome to study piano but who couldn't go till her true pop, an irresponsible jazzman, had given an okay. Hero Drummond and aides got themselves mixed up in the somewhat roundabout goings-on, and got caught up in some triangle crossfire when ex-husband, present husband, and ex-wife started stanging.

Maybe the tale would have seant a shade more had the openmeant a shade more had the open-ing scene come across in full, is-stead of being picked up in stride fellowing a hitch in network hook-ney. Show still rates "the formula's still okay," as aforesaid, and it should be added that Hugh David Wendy Williams and Kay Callard made an attractive trio of protago-nists, though in this particular stanza it was Peter Reynolds who scored with his work as the er-rant dad. Production wasn't as smooth as it might have been Sets were noticeably bright and pleaswere noticeably bright and

ANNUAL OUTING

with John Sharp, Geoffrey Bayldon, Michael Bates, Michael Robbins, Ken Parry, Victor Platt, Joby Blanshard, Frank Robbins, Ken Parry, Victor Piatt, Joby Blanshard, Frank Atkinson, Noel Dyson, Jill Thompson, Carole Ward, Neville Thompson, Carole Waru, North McGrah, Patricia Haines, Shirley Street, John Dixen, George Street
Dickinson Band
Producer: Terence Dudley
Writer: Willis Hall

69 Mins., Tues., 8 p.m. BBC-TV from Lendon

Willis Hall, celebrated for his shrewd appraisal of man-on-the-sidewalk provincial life, turned out an uncomfortably slow and peculo petboiler in "Annual Guting" which reckoned to reap the yocks from a yarn about a brass band's fine, and preparations for its yearly bean-

and wouldn't give him the affection he craved.

Dinelli tricked out the suspense with vice largenuity. He didn't stee sweet rhythm of their menfolk's plans—an acceptable if this tune, but here boringly orchestrated by hackneyed kitchen sink nagging, barroom confidences, canteen byplay and so forth.

play and so forth.

Whole impression gained was that Hall, who last year wrote a luiu of a comedy of much the same genre, had to dive into the barrel to try for the followup. He might have got away with it had this been a 30-minuter, not an hour job. As it was, production pace seemed slow and the efforts of the players appeared labored, even though John Sharp, Geoffrey Bayldon, Michael Robbins and Ken Parry in particular put in much sterling work.

CANDID CAMERA With Bob Monkhouse, Jonathan Routh

Director: Ronnie Taylor 30 Mins.. Sat.. 10 p.m. 30 Mins., Sat., 10 p.m. ABC-TV, from Manchester

This new half-hour series, had sprightly and novel idea, dreamed up long ago by American, Allen Funt. Gimmick was to film, with a concealed camera, the reactions of ordinary people to extraordinary situations. Thus, Jonathan Routh removed the engine from a car, rolled it down hill to a garage, and complained that it wouldn't go because it had a mechanical fault. All this was secretly filmed, and the puzzled conferences of garage hands and, eventually, a policeman raised plenty yocks. In circumstances like this, practically all the adlib reactions had a Marx Bros. craziness. Funt. Gimmick was to film, with craziness.

craziness.

There were four episodes of this kind, introduced by comedian Bob Monkhouse to a live audience. This presentation was a bit shaky, for Monkhouse had little to add except a split-melon grin. He made a perfunctory effort to ask members of the audience what they would do in a similar case, but the response was dull.

However. Routh's filmed con-

response was dull.

However, Routh's filmed contributions were first-rate, reaching the height of hilarity when he left a heavy suitcase with a Blackpool resident while he pretended to go and fetch a hat. Inside the lugage was a telephone, connected to another in Routh's car. So he converted and conversions the the another in Kouth's car. So he con-ducted a mad conversation with the man guarding his case on a street-corner, who showed infinite pa-tience with this caller from outer space, at last agreeing that he wouldn't tell a soul who had phoned. phoned.

phoned.

Other incidents included a weman an a shoe-shop who couldn't find
one of the shoes she'd arrived with,
and a pretty blonde with a suitcase full of hardware, trying to persuade nalle passers-by to carry it
for her. It was pointed out that
all participants in this undercover
rilming were asked their permission to appear—afterwards.

Given a sharner and wittier area-

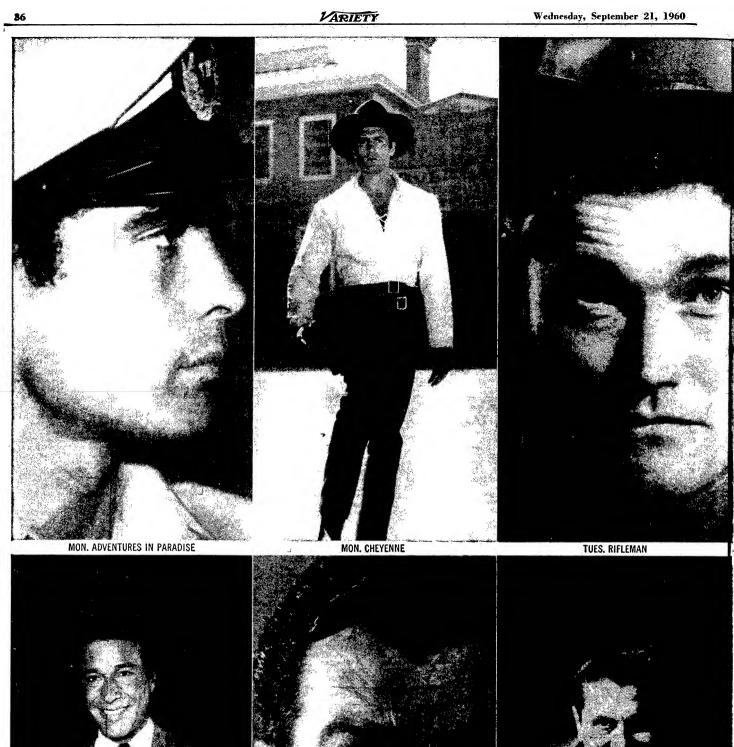
Given a sharper and wittier production framework, "Candid Camera" promises to be a surprise package of yocks. And the cratier the situation, the louder the gigate.

Otta.

MEET FOO FOO Producer: Halas & Batchelor 15 Mins., Sat., 5:39 p.m. ABC-TV, from Manchester

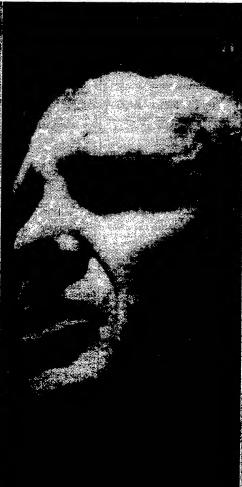
New to the network this fall is New to the network this fall is a skein of seven-minute cartoons involving an angular, Derby-hatted hobo character named Foo Foo and, more often than not, a couple of other weirdies known as Gogo and Mimi. Initial 15-minute program, carrying two of the British-made yarns was thoroughly enjoyable. Dialog was notable for its absence, the development unfolding via resourceful incident backed by a chirpy musical accommaniment in chirpy musical accompaniment in which a harmonica was featured.

First cartoon unspooled carried First cartoon unspooled carried a minor surprise for the censorship-minded: "Foo Foo's Sleepless Night" had a patrolman (Gogo) so concerned with moving in on the tram that a safecracker get away with the loot unpumished. Second job showed the same two protagonists at odds in a "Tressure Hunt." though Gogo this time had no uniformed extens. formed status. Animation was











WED. HAWAIIAN EYE

THURS. UNTOUCHABLES

THURS. REAL McCOYS



SUN. LAWMAN



SUN. REBEL

# eleven: S Winners

Here's the kind of programming that made ABC-TV the network success story of the decade. Fair shows. Furnity shows. Family shows. And winners all. Example: for the week ending September 11th 1940 these eleven took fifteen half-from firsts, according to the Nielske 24 Market report... more half-hold wins than either of the other networks. And a cheek of past reports will show that this kind of performance is the rule, not the exception.

Three conters: We predict the same kind of success for these new shows among others soon to be ared. Hong Kong, The Rosring 20%, The Islanders.

ABC TELEVISION S

MON.-SUN. 8-10:30 PM TIME PERIOD RATING

# **Creating a New Madison Ave. Image** A 52-Wk. Campaign, Not One-Shot -On Other Advertising Fronts

ster vision.

Head told the gathering that no adman in his right mind would recommend a one-week campaign to a client, and asked why, then should the industry settle for a shot, especially in these trou-

He recommended a full-blown 52week drive with a massive spread covering all media. But, as regards covering all media. But, as regards, the campaign pitch, he said the less said defensively the better. Object would be to point out advertising's economic benefits directly to John'Q., who Head says doesn't understand the industry at

He outlined a multi-stepped pro-gram, which is already underway. First, form a committee which has already been done for Ad First, form Fas already has already been done for Ad Week with Head as chairman and Emerson Foote, prexy of McCann-Erickson Advertising, as national plans chairman. Second, form a "United Front," which presumably is already the case, what with Madison Ave.'s moguls already huddled together under the rain of governmental and public abuse. Third, name a major agency to handle the campaign, which also has been done 'McCann-Ericksop'. Steus to be taken: Line up all

Steps to be taken: Line up all major media for free time and space: arrange for reprints and covering letters to be sent to busi-ness managements throughout the ness managements throughout the country; use billboards, car cards, radio, ty and newspapers; design pitch charts and slides for luncheon and dinner speaking engagements; get a supporting public relations campaign going with articles for newspapers, megazines etc. Head also had some up-the-flagpole thoughts on what the campaign spitch support the campaign spitch s

pole thoughts on what the campaign night concentrate on. Ads could ask such questions as "whatever hecame of Arbuckles Coffee, once a product in 85% of U.J.S. homes? Or whatever happened the Gold Dust Twins, Grandma's Washing Powder and other ofice w.k. reducts? What happened of course, they quit advertising.

Using his own company, Nation-Cash Register, as an example; al Cash Register, as an example he cited a specific economic benefit of advertising; an NCR unit costing \$6,000 includes a \$60 hab to cover advertising, but without the demand created by ads to busi-

the demand created by ads to businessmen, the unit would have to be custom built and would cost \$8,000. Company could not afford the sales staff it would take to make the contacts reached through trade advertising, he said.

The bigger campaign set forth by Head would have the support of the Advertising Federation of America and the Advertising Assnot the Advective of the Advertising Federation of the West, underwriters off the Ad Weck drive. The execs attending the session were asked to mult the big plan and contribute their the big plan and contribute their

the big plan and contribute their suggestions via written report within 10 days.

At the meeting besides Head and Foote were Robert Mountain of the campaign agency, McCann-Erickson; Charles F. Adams, exceveepee of MacManus, Joh; & Adans, J. Kenneth Laird, prexy of Tathiam-Laird, Chicago; W. B. Potter, veepee'and ad director of E.stenen Kodak; Hugh Collett, excus ter, veepee and ad director of E.stmen Kodak; Hugh Collett, exceptive assistant to the president of AFA and campaign director and several members of the general campaign committee, which includes William K. Beard, prexy of the Associated Business Publications:

Gordon C. Bowen, prexy of the Premium Advertising Assn. of America; Otto Brandt, veepee and general manager of KING-TV-AM. Seattle: Norman Cash, prexy of Temburgh and Seattle: Norman Cash, prexy of Temburgh and Seattle: Norman Cash, prexy of TvB; Edward Falasca, creative veepee, ANPA's Bureau of Advertisis to promote Mediterrancan oranges chandising and client services.

By BILL GREELEY

About 30 of the ad industry's Nossevelt Hotel to set plans for a Feb. 5-11 Advertising Week campaign that would hopefully help clear up the currently muddied Madison Ave. image. But at a closed session, with George W. Head ad and sales promotion mannager of National Cook P.

with the Rudder mag beginning with the October issue, was owned and published by Ted Bates agency toppers Ted Bates and Rosser Reeves, Reeves, once a newspaperman and himself the pilot of a Star man and nimself the pilot of a Star Class yacht, took over the mag a few years back when it was called Motor Boat Magazine. He changed the title to Boats, broadened the coverage to other small craft and jazzed up the format. When it was sold to Rudder publisher Ellery W. Mann Jr., Boats had a national circulation of about 85,000, with heavy newsstand sales.

of Brooks Elms joins Robert C.
of Durham, Inc., as exec veepee and
sen general manager. He was a veepee
the at Sullivan, Stauffer, Colwell &
end Bayles on the American Tobacco

account.

Joe Havens joins Kenyon Eckhardt, Boston, as art director.
He was with BBD&O.

Harry Carlson becomes prexy of General Public Relations (Benton & Bowles publications subsidusceeding Ward B. Stevenson's who moves to IT&T as veepee in charse of public relations. Sherwood Rollinsh, Jr., becomes veepee of GPR.

in 1960-61 for the Comite Permanent de Liaison de L'Agriculture Mediterrane. ABC-TV does a specialized admag direct from the Factory Equipment Exhibition, Manchester, Saturday (24). Installation completed at the Hobson, Bates & Pariners Lid. In of two-channel telecine by Marcont.

#### With the Station Reps

CBS Spot Sales has issued a rating study that attacks what is currently the major competitive problem of all rep firms, but while doing so has had to take a swipg at sister CBS-TV.

at sister CBS-TV.

The Arbitron and Nielsen breakdowns, carried in the organization's house organ, Saleslants, attempts to show the rating advantage of national spot time over the flock of hour-long web shows that are sold on a participating basis. While MBC-TV and ABC-TV are the main carriers of the hours that have half carriers of the noun that have no a dozen advertisers taking one-minute rides, CBS-TV nonetheless has three participation hours it-self—"Perry Mason," "Rawhide" and "Aquanauts."

and "Aquanauts."

Study's first chart deals with
the new bour-long participation
shows, pointing out that nine premiered on the networks last year
and that half of the hour shows this season will be new.
"These programs, like all tele

culation of about 85,000, with heavy newstand sales.

Otherwise with the mags: Holivide and agency exec and copywriter, renned the full-page ad which appeared in New York and San Francisco newspapers pitching the October and November issues of the travel magazine which will be devoted entirely to the South Pacific McCall's has a report available on lits third drug store seminar. Old Taylor whiskey campaign, out of Kudner Agency, is running a 30-market newspaper campaign using a new ROP color technique which uses three color plates for "life-like" full-color illustration Good Housekeeping is giving a special award of merit to the Joh Wayne feature film. "The Alamo," because, says editor Wade H. Nichols, "this fine presentation of a great event in our national history deserves special recognition". Playboy ups its circulation guarantee to 1.050,000 with new ad refrective for the March which closes December 26.

Changes: Albert V. Lowe, formerly with Erwin Wasey, Ruth, on the local level as they received

chols, "this fine presentation of a while all nighttime hour shows great event in our national history deserves special recognition". Playboy ups its circulation guarantee to 1.050.000 with new ad reffective for the March which closes December 26.

Changes: Albert V. Lowe, formerly with Erwin Wasey, Ruthrauff & Ryan, and Robert Burnand, formerly with Grant Chicago office, have joined the account staff is Doris Oliver, formerly in the account staff is Boris Oliver, formerly with Ruder & Finn, joins the publication staff of J. M. Mathes, At Ruder & Finn, she was director of the radio-ty department for five years.

Brooks Ellas joins Robert C.

C/Hear Services has been retained by CBS Television Production Sales to create radio and tv commercial soundtracks for Hanes, Inc. Radio Advertising Bureau board members Harold R. Krelstein, of the Plough stations, and George Comte, of WTMJ, Milwaukce, have been appointed to the org's finance committee.

water, have been appointed to the org's finance committee.

Spotlight: Esquire Shoe Polishes, via Mogul Williams & Saylor, is buying a saturation spot gadio schedule and spot tv in sefected markets. Holland House Cocktall Mixes has bought close to 150 tele spots for the fall-winter Holiday season on WPIX-TV, New York. Similar fall-winter direction for the fall-winter direction of the fall-winter direction of the fall-winter direction of the fall-winter direction. Similar fall-winter direction of the fall-winter direction of the fall-winter direction. Similar fall-winter direction of the fall-winter direction. Similar fall-winter direction of the fall-winter direction. New York and Los Angeles 12 a week by Christmasi via Foote, Cone & Belding. Likewise Luchow's famous New York restaurant, is launching a 10-week fall campaign on WORTY, and management is mapping a similar campaign for Luchow's Longchamps chain.

# **TV-Radio Production Centres**

#### IN NEW YORK CITY .

Three single-ownership station groups have recently signed with Mutual web: five North Dakota-Minnesota outlets owned by Robert E. Ingstad; th "Taff Group" of two stations in the Pacific Northwest; and three Maine stations owned by former Gov. Horace A. Hildreth . . . Lennen & Newell tv topper Nick Keeseley to the Coast for a week to look over the agency's new buys.

#### IN HOLLYWOOD

Leonard H. Goldenson isn't at all alarmed at the prospect of poste '48 pictures being pitted against ABC-TV's top shows. Said the AB-PT prexy, "I would be willing to bet 2-to-1 that "77 Sunset Strip' would, outrate any old pictures over the 13-week haul". The talk is building up that Young & Rubicam may yet make a deal with 20th-Fox for a choice of the studio's backlog this season. The Walter Lantzes (Grace Stafford) are eff for six weeks in Tokyo where the Lantz cartoons are in brisk demand for ity. The Orientals will be surprised to learn that the voice of Woody Woodpecker is actually that of a woman 'Miss Stafford'). "Wilbur 'Stark plans to shoot his 'Further Adventures of a Connecticut Yankee" around the world. Series is being developed in the Frank Cooper shop, for Marie Wilson, who had a long, run with "My Friend Irma." Betimes, her husband, Bob Fallon, has a 3-D gimmick in the works for tv. Florida Friebus takes time outfrom. "Doble Gillis" to head up her own kiddle show on KINXT.

Austin Peterson, late of ABC and Bates, did what most tourists dowrote a book, It's a guide for travelers to Tahiti. Another author from the business is Sandra Gould (Mrs. Larry Berns) whose "Always Say Maybe" is good fun and worth a reading by femmes on-the-loose. She's one of the town's top mimics . . . Many of the radio star's showed up for 'The Good Old Days' staged by Radio and TV Women of So. Cal with Frances Scully emcecing

#### IN CHICAGO .

Susan Heinkel, the former WBBM-TV kidstar, is going to remain in Chicago to finish school and Treelance. WFMT'S commercial marager Mark Reinsberg has left to become a viceprez of Roosevelt U. WBBM-TV, never a heavy shopper in the syndie marts, has purchased CNP's "Jim Backus Show" for early Tuesday slotting. "Great Music From Chicago," WGN-TV'S Peabody winner, will originate from Medinah Temple this fall, while the station is betwixt and between its move to the new northwest side plant. "Jerry Pinsler, WBBM-TV set besigner, won first prize in the painting category at the Old Orchard art fair. Writers Jim McGinn and Bill Friedkin have signed on with WGN-TV. Both have impressive local credits. "WBBM-TV's special for Bell Telephone Co.," I See Chicago," finally gets an airing tonight (Wed), with Fahey Flynn, Irv Kupcinet, Frank Reynolds, John Harrington and Joe Diebl all taking part. Orion Samuelson, ex-WBAY-AM-TV, Green Bay, joins WGN Inc. next week as farm service director. He replaces Norm Kraeft, who joined the Kennedy-Johnson camp. "WGN Inc. yeepee Ward L. Quaal dubbed with a "VIP" citation last week by Illinois Club for Catholic Women. "Ray Norene, longtime audio engineer for the CBS stations here, granted leave-of-absence to ply his trade at Democratic National Hq. in Washington through Nov. 7. WGN has plucked the syndicated "Candid Mike" as features in Wally Phillips shows ... Ron Terry's "Polka Party," starting its sixth year on WGN-TV.

#### IN LONDON

Dickens is due for a fling on both BBC-TV and commercial video, with "Barnaby Rudge" starting a 13-eps run on the former Sept. 30 and "The Mystery of Edwin Drood" beginning an eight-part career on Associated-Rediffusion Wednesday (28). "Rudge" is the fifth Dickens serialization done by BBC-TV... The Tees Television installs special effects equipment at its Newcastle-upon-Tyne Television Centre, mainly for admags presentation. Paul Robeson shares top billing with Patrice Munsel in an Associated Television Saturday Spectacular Oct. 1. Kenneth Fairfax, assistant head of BBCs external services, joins the Nigerian Broadcasting Corp. next month for a year as its first director of news and current affairs. Newly-created post of labor relations officer with the Independent Television Companies. Assn. is filled by W. J. Rench. A-R. focusses on that German flashpoint in its documentary. "The Berlin Story" tonight (Wed., 27)... Achievements of British scientists will be pinpointed in "First In The Field," ATV program for Oct. 5.

#### IN WASHINGTON

WMAL-AM-FM-TV chartered a boat plentifully supplied with food and drink to take sponsors, ad agency reps; newsmen, etc. around the Potomac for the closest view of the annual President's Cup. Regatta Sunday (18): . . As a new gimmick, WWDC is spinning the "Long Shot of the Week"—a disk not expected to go anywhere on the charts.

(Continued on page 48)

Varierr's weekly tabulation, based on ratings furnished by American Research Bureau, highlights the top ten network shows on a local level and offers a rating study in depth of the top ten syndicated shows in the same particular market. This week ten different markets are covered.

In the syndicated program listings of the top ten shows, rating data such as the average share of audience, coupled with data as to time and day of telecasting competitive programming in the particular slot, etc., is furnished. Reason for detailing an

exact picture of the rating performance of syndicated shows is to reflect the true rating strength of particular series. Various branches of the industry, ranging from media buyers to local stations and/or advertisers to syndicators will find the charts valuable. Over the course of a year, ARB will tabulate a minimun of 247 markets. The results of that tabulation will be found weekly in Variety. Coupled with the rating performance of the top ten network shows on the local level, the VARIETY. ARB charts are designed to reflect the rating tastes of virtually every to market in the U.S.

#### ST. LOUIS

STATIONS: KTVI, KMOX, KSD, KPLR. SURVEY DATES: JUNE 1-7, 1960.

TOP TEN NETWORK SHOWS RK. PROGRAM—DAY—TIME STA.		RK. PROGRAM—DAY—TIME STA. DISTRIB,	AV. RTG.	AV. SH.	TOP COMPETITION PROGRAM STA.	AV. RTG.
1. Red Skelton (Tues. 8:30-9:00)KMOX	44.7	1. Four Just Men (Thurs. 9:30)KSDITC	22.9	40.4	Sid CaesarKMOX	17.2
2. Gunsmoke (Sat. 9:00-9:30) KMOX	35.8	2. San Francisco Beat (Sat. 9:30)	19.6 18.2		Death Valley Days KSD News: Weather KMOX	14.9 17.9
3. What's My Line (Sun. 9:30-10:00) KMOX	33.8	4. Sea Hunt (Fri. 10:00)	17.9	41.2	News; WeatherKMOX	16.6
4. Wagon Train (Wed. 6:30-7:30)KSD	31.0	5. U.S. Marshal (Wed. 10:00)	17.5		News: WeatherKMOX	20.5 8.6
5. Garry Moore (Tues. 9:00-10:00) KMOX	30.8	6. Lock-Up (Wed. 9:30)	16.9		Eye On St. LouisKMOX U.S. Steel HourKMOX	30.8
6. U. S. Steel Hour (Wed. 9:00-10:00) KMOX	30.0	7. Highway Patrol (Tues. 9:30) KTVI Ziv-UA	15.9		Garry MooreKMOX	30.2
7. Summer On Ice (Thurs. 8:30-9:30) KSD	29.1	8. Interpol Calling (Thurs. 10:00)KSDITC	15.2		10:00 News	23.2
8. Untouchables (Thurs. 8:30-9:30)KTVI	28.0				Eye On St. LouisKMOX	7.9
9. Perry Mason (Sat. 6:30-7:30)KTVI	26.7	9. Death Valley Days (Sat. 9:30) KSD U.S. Borax	14.9		San Francisco BeatKMOX	19.6
10. Danny Thomas (Mon. 8:00-8:30) KMOX	26.1	9. Whirlybirds (Tues. 10:00)	14.9		10 O'Clock News; Wea KMOX Eye On St. Louis KMOX	21.2 8.6

## WASHINGTON

STATIONS: WRC, WTTG, WMAL, WTOP. SURVEY DATES: JUNE 1-7, 1960.

1. Gunsmoke (Sat. 10:00-10:30) WTOP	29.8 1. Huckleberry Hound (Thurs. 7:00) WTTG Screen Gems	11.0	40.4 U.S. MarshallWRC	6.3
1. Red Skelton (Tues. 9:30-10:00) WTOP	29.8 2. Grand Jury (Sun. 10:30)	9.9	23.0 What's My Line WTOP	24.5
2. 77 Sunset Strip (Fri. 9:00-10:00) WMAL	29.5 3. Phil Silvers (Fri. 7:00)	8.6	33.3 Copter PatrolWTOP	9.9
3. Perry Mason (Sat. 7:30-8:30)	27.8 4. Three Stooges (MonFri. 6:30) WTTG Screen Gems	8.5	31.8 Life Of Riley WMAL	2.3
4. Wagon Train (Wed. 7:30-8:30) WRC	27.2 5. The Honeymooners (Tues. 7:00) WRCCBS	8.3	33.3 Cannonball WTOP	5. <b>3</b>
5. Garry Moore (Tues. 10:00-11:00) WTOP	26.1 6. Johnny Midnight (Tues. 10:30) WRC MCA	7.9	17.1 Garry MooreWTOP	<b>28.5</b>
6. Danny Thomas (Mon. 9:00-9:30) WTOP	25.9		Not For He	<b>5.3</b>
7. Alfred Hitchcock (Sun. 9:30-10:00) WTOP	25.8 7. Quick Draw McGraw (Mon. 7:00) WTTG Screen Gems	7.6	30.2 Death Valim Days WRC	7.3
8. Rifleman (Tues. 9:00-9:30)	25.5 8. Death Valley Days (Mon. 7:00) WRC U.S. Borax	7.3	29.0 Quick Draw McGraw WTTG	7.6
9. What's My Line (Sun. 10:30-11:00) WTOP	24.5 8. Woody Woodpecker (Wed. 7:00) WTTG Kellogg	7.3	36.7 Tombstone Territory WRC	7.0
V. Walley 112, 2220 Sun. 10.00 11.00				

#### **PROVIDENCE**

STATIONS: WJAR, WPRO, WHDH. SURVEY DATES: JUNE 1-7, 1960.

1. Gunsmoke (Sat. 10:00-10:30) WPRO	46.4   1. U.S. Marshal (Sat. 10:30)	33.1	84.0   Home Run Derby WJAR	6.0
2. Wagon Train (Wed. 7:30-8:30)	36.0		Saturday Night News WJAR	17,2
3. Price Is Right (Wed, 8:30-9:00)	35.5 2. Not For Hire (Thurs. 10:30) WJAR CNP	18.9	46.4 Sid Caesar	9.3
4. Summer On Ice (Thurs. 9:30-10:30) . WPRO	35.0 3. Confidential File (Sun. 10:30) WJAR Guild	11.9	31.0 What's My Line WPRO	20.6
5. Red Skelton (Tues. 9:30-10:00) WPRO	33.1 3. Death Valley Days (Mon. 7:00) WJAR, U.S. Borax	11.9	45.5 The Texan	10.6
6. Perry Mason (Sat. 7:30-8:30) WPRO	31.8 4. Whirlybirds (Tues. 7:00)	11.6	50.0 Tombstone Territory WJAR	7.3
7. Ed Sullivan (Sun. 8:00-9:00) WPRO	31.1 5. Johnny Midnight (Tues. 10:30; Fri. 7). WJARMCA	8.3	24.8 Garry MooreWPRO	26.9
8. Welk's Dancing Party (Sat. 9-10:00). WHDH	29.1 6. Lock-Up (Thurs. 10:30) WHDH Ziv-UA 7. Tombstone Territory (Tues. 7:00) WJAR Ziv-UA	7.9	19.4 Not For Hire	18.9
	7. Tombstone Territory (Tues. 7:00) WJAR Ziv-UA	7.3	31.5 Whirlybirds	11.6
9. Rawhide (Fri. 7:30-8:30) WPRO	28.8 8. Sea Hunt (Sat. 7:00)	7.0	16.2 Untouchables WJAR	24.9
9. Garry Moore (Tues. 10:00-11:00) WPRO	28.8 9. This Man Dawson (Thurs. 7:00) WPRO Ziv-UA	6.3	29.8 Rough Riders	11.9

## ROCHESTER, N.Y.

STATIONS: WROC, WHEC, WYET. SURVEY DATES: JUNE 1-7, 1960.

			•	
1. Summer On Ice (Thurs. 9:30-10:30) . WROC	48.0   1. Not For Hire (Thurs, 10:30)	25.8	51.6 Sid Caesar	23.5
2. U.S. Steel Hour (Wed. 10.00-11:00) WVET	43.9 2. Lock-Up (Sat. 10:30)	23.2	58.3 The Rebel	16.6
3. Garry Moore (Tues. 10:00-11:00) WHEC	40.0 3. Play Of The Week (Fri. 8:30)	21.5	45.8 Desilu Playhouse WVET	27.3
4. I've Got A Secret (Wed. 9:30-10:00) WVET	38.8		Twilight ZoneWVET	<b>2</b> 5. <b>8</b>
5. Red Skelton (Tues. 9:30-10:00) WHEC	35.8 4. Mike Hammer (Sun. 10:30)	19.9	58.9 Phil Silvers	11.3
6, Ed Sullivan (Sun. 8:00-9:00) WHEC	35.4 5. Bugs Bunny (Thurs. 6:00)	16.9	56.6 Playhouse 5 WROC	12.3
7. Gunsmoke (Sat. 10:00-10:30) WHEC	35.1 6. Four Just Men (Mon. 7:00)	13.9	61.8 Wyatt Earp	7.9
	6. Highway Patrol (Sat. 7:00) WROC Ziv-UA	13.9	79.0 Nat'l PurposeWHEC	3.7
8. Wagon Train (Wed. 7:30-8:30)WROC	34.0 6. Highway Patrol (Sat. 7:00)	13.9	23.6 U.S. Steel Hour WVET	43.1
9. Father Knows Best (Mon. 8:30-9:00) WVET	33.2 7. Sea Hunt (Mon. 7:30)	13.2	39.9 Riverboat WROC	19.2
10. Peter Gunn (Mon. 9:00-9:30) WVET	32.2 8. Rescue 8 (Sat. 11:00) WROC Screen Gems	12.9	44.8 Timely News WHEC	17.9

## RALEIGH-DURHAM

STATIONS: WRAL, WTVD. SURVEY DATES: JUNE 1-7, 1960.

1. Wagon Train (Wed, 7:30-8:30)	42.4 1. Manhunt (Sat. 10:30)	63.7 Amos & Andy WRAL	7.4
2. Price Is Right (Wed. 8:30-9:00) WRAL	37.6 2. Lock-Up (Thurs. 7:30)	43.7 Adventures In Paradise . WTVD	20.1
그 프로그램이 아프 시네 프로그리 그 그 사람이 그 그 생각이 모든 생각이 없다.	3. U.S. Marshal (Fri. 7:00)	51.4 Early Movie WRAL	7. <b>7</b>
8. Peter Gunn (Mon. 9:00-9:30)	37.3 4. Tombstone Territory (Thurs. 7:00) WRAL Ziv-UA 15.8	41.3 Adventures In Paradise . WTVD	19.5
4. Perry Mason (Sat. 7:30-8:30)	33.6 5. Sea Hunt (Fri. 8:30)	36.7 Hotel De Paree WTVD	20.8
	6. Flight (Mon. 7:00)	58.5 Award TheatreWTVD	5.4
5. Rawhide (Fri. 7:30-8:30)	32.2 7. Three Stooges (WedFrl. 6:00) WTVD Screen Gems 12.5	54.6 Capt. 5 Stateline WRAL	6.7
7. Gunsmoke (Sat. 10:00-10:30) WTVD	31.5	Fishing Rpt.; Stateline WRAL	6.7
		Capt. 5 StatelineWRAL	8.1
8. Johnny Ringo (Thurs. 8:30-9:00) WTVD	30.6 8. Huckleberry Hound (Thurs. 5:30) WRAL Screen Gems 11.8	63.8 Rocky & His Friends WTVD	5.4
9. Summer On Ice (Thurs. 9:30-10:30) WRAL	90.7 9. Jet Jackson (Sat. 11:30)	99.1 Circus BoyWRAL	3.4
	10. Abbott & Costello (Mon. & Wed. 5:30) WRAL Free-Mantle 10.9	61.3 Rin Tin Tin WTVD	5.4
10. Tightrope (Tues. 9:00-9:30) WTVD	28.9	My Friend Flicka WTVD	6.4

## QUAD CITY, IA; ILL.

STATIONS: WHBF, WOC. SURVEY DATES: JUNE 1-7, 1960.

Land to the second second	the state of the s		
1. Wagon Train (Wed. 6:30-7:30) WOC	57.8 1. Manhunt (Thurs. 9:30)	.2 70.1 Sid Caesar	10.9
2. Summer On Ice (Thurs. 8:30-9:30) WOC	41.4 2. Sea Hunt (Thurs. 10:00)	.9 64.5 Alcoa Presents WHBF	10.6
3. Price Is Right (Wed. 7:30-8:30) WOC	39.4 3. This Man Dawson (Sat. 9:30)	5 59.6 Grand Jury WOC	14.6
4. Red Skelton (Tues. 8:30-9:00) WHBF	27.7 3. Whirlybirds (Sun. 9:30)		25.8
5. Garry Moore (Tues. 9:00-10:00) WHBF	36.8 3. Woody Woodpecker (Wed. 6:00)WOCKellogg 22		13.2
6. U.S. Steel Hour (Wed. 9:00-10:00) WHBF	34.8 4. U.S. Marshal (Wed. 9:30)		13.2
7. Millionaire (Wed. 8:00-8:30)WHBF	83.5 5. Johnny Midnight (Mon. 10:00) WOC MCA 17		23.2
8. Tightrope (Tues. 8:00-8:30)	29.5 6. Coronado 9 (Tues. 9:30)		35.8
10. Hennessy (Mon. 9:00-9:30) WHBF	27.2 8. Grand Jury (Sat. 9:30) WOCScreen Gems 16		2. <b>6</b> <b>22.5</b>
200 20000000000000000000000000000000000	21.21 6. Grand July (Sat. 5.50)	"O 20'0 I THIS MAIL DAMANT MUDE	24.0

(Continued on page 44)

# now...61 of 20th Century-Fox's n



# with many '57's and '58's, featuri



Bette Davis, Anne Baxter
"ALL ABOUT EVE"



Gregory Peck, Hugh Marlowe "TWELVE O'CLOCK HIGH"



Loretta Young, Celeste Holm



Jeanne Crain, Linda Darnell, Ann Sothern
"A LETTER TO THREE WIVES"



Marlon Brando, Anthony Quinn



Burt Lancaster, Dorothy McGuire, Edmund Gwenn "MR. 880"



Cary Grant, Ann Sheridan "I WAS A MALE WAR BRIDE"



Gregory Peck
"THE GUNFIGHTER"



Academy Awards and Nominations in NTA's

# nost memorable feature films...



# ng Today's Top Film and TV Stars



Gregory Peck, Richard Widmark
"YELLOW SKY"



Jock Palance, Richard Widmark "PANIC IN THE STREETS"



Montgomery Clift, Paul Bouglas
"THE BIG LIFT"



Joseph Cotten, Jeff Chandler, Linda Darnell
"TWO FLAGS WEST"

'61 for '61" package

Now...comes the first major package of Post-48 feature films for television. Produced by that master studio, 20th Century-Fox, many of these dynamite-laden feature films are pre '57's and '58's. And they feature today's stars today! Many players in them are top television stars today, as well as big current motion picture draws.

In NTA's "61 for '61" Package, too, are winners of 42 Academy Awards and Nominations. Produced at a cost of \$75,000,000, they are superior to most network "specials"—in star value, in property value and in attraction value. And they also include a few all-time classics, such as "Berkeley Square."

Some of the biggest box office grossers of all times, they're sure to win big audiences and big ratings, as they reach television screens throughout the nation. Safeguard your market—protect the prestige of your station—by making plans to obtain them for your city today. Get in touch with your nearest NTA Sales Office—this moment even—or with

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FLASH; Here are the stations that already own this package, Today! Albuquerque, RGB; Cincinnati, WLW-1; Fort, Smith (Ark.), KFSAI, Hartford, WMNB; Kalamazoo, WKZO; Knoxville, WATE-TV; Las Vegas, RKLB; Miami, WGKT; New York, WNTA-TV; Omaha, WGW; Philadelphia, WRCV-TV; Phoenix, RPM6; Providence, WJAR-TV; Rock Island, WHBF; Salt Lake City, KTUV; Spartamburg (S. Car.), WJFAI; Springfield (Mass.), WHYM-TV; St. Louis, KTVI; Twin Falls (Idaho), KLIX; Washington, D.C., WRC-TV.

# ETY-ARB FEATURE CHART

VARIETY'S weekly feature chart, based on ratings furnished by American Research Bureau, covers one market, Each week the 10 top rated features for the one market will be listed.

will be listed.

Factors which would assist distributors, agencies, stations and advertisers to determining the effectiveness of a feature show in a specific market have been included in this Variety chart. Listed below is such pertinent information regarding features as their stars, release year, original production company and the present distributor included wherever possible along with the title. Attention should be paid to such factors as the time and day, the high and low ratings for the measured

feature period and share of audience, since these factors reflect the effectiveness of the feature and audience composition, i.e., a late show at 11:15 p.m. would hardly have any children viewers, but its share of audience may reflect dominance in that time period. In the cities where stations sell their feature programming on a multi-stripped basis utilizing the same theatrical throughout the week a total rating for the total number of showings for the week is given, the total rating not taking into account the duplicated homes factor. Barring unscheduled switches in titles the listed features for the particularly rated theatrical filmed show are as accurate as could be ascertained.

#### **BOSTON**

STATIONS: WBZ, WHDH, WNAC. SURVEY DATES: MAY 3-9, 1960.

		ولندي		AVERA			AVERAGE		STATION	RTG
	P TEN FEATURE FILMS "SINBAD THE SAILOR"— Douglas Fairbanks Jr., Maureen O'Hara; RKO; 1947; UAA	RUN 1st Run	TIME SLOT  Cinama 7  Sun. May 8  12:00-2:00 p.m.  WNAC-TY	BATING 13.3	HIGH 15.3	11.8	58.1	Command Premiere— "Sagon" (1st Run)	WBZ	AV. 7.0
2.	"BIG SKY"— Kirk Douglas, Dewey Martin; RKO; 1952; C&C Films	1st Run	Cinema 7. Sun. May 8 2:00:4:30 p.m. WNAC-TV	9.5	12.0	8.0	44.8	Command Premiere— "Going My Way" (Repeat) Movie 5— "Dakota Lil" (Repeat) "Lady of Midnight (Repeat).		7. <b>6</b> 5.0
3.	"INVISIBLE MAN"— Claude Rains, Henry Travers; Universal; 1933; Screen Gems	Repeat	Early Show Tues. May 3 5:00-6:30 p.m. WNAC-TV	9.4	10.0	8.7	44.1	Boston Movietime— "Witness to Murder" (Repeat) Rocky & His Friends	.WBZ .WHDH	5.7 7.7
4.	"KING KONG"— Bruce Cabot, - Robert Armstrong; RKO; 1933; C&C Films	Repeat	Early Show 5:00-6:30 p.m. WNAC-TV	, <b>8.7</b>	9.8	8.0	46.1	Boston Movietime— "Dodge City" Part 2 (Repeat)	.WBZ	5.8
5.	"INVISIBLE MAN'S REVENGE"— John Caradine, Jon Hall; Universal; 1944; Screen Gems	1st Run	Early Show Wed. May 4 5:00-6:30 p.m. WNAC-TV	8.6	9.3	8.0	44.4	Boston Movietime— "Dodge City" Part 1 (Repeat)	WBZ	7.0
6.	"TWO YEARS BEFORE THE MAST"— Alan Ladd, William Bendix; Paramount; 1946; MCA	Repeat	Boston Movietime Mon. May 9 5:00-6:30 p.m. WBZ-TV	8.2	10.0	<i>ु</i> 7:3	81.7	Bozo the Clown Rin Tin Tin Early Show— "Corvette K-225" (Repeat)	.WHDH	
7.	"CORVETTE K-225"— Randolph Scott, Ella Raines; Universal; 1943; Screen Gems	Repeat.	Early Show Mon. May 9 5:00-6:30 p.m. WNAC-TV	8.0	6,7	9.3	80.9	Bozo the Clown Rin Tin Tin Boston Movietime— "Two Years Before the Mast" (Repeat)	.whdh	10.7 10.4
8.	"GOING MY WAY"— Bing Crosby. Barry Fitzgerald; Paramount; 1944; MCA	Repeat	Command Premiere Sun. May 8	7.6	9.3	6.7	84.2	Cinema 7— "Big Sky" (1st Run)	. WNAC	9.8
9.	"THE LAST BRIDGE"— Maria Schell; Flamingo; 1954	1st Run	Fabulous '52 Sat. May 7 11:15-1:00 a.m. WHDH-TV	7.4	9.3	5.8	89. <b>0</b>	Late Show— "Magnificent Ambersons" (1st Run)	. WNAC	5.6
10.	"THE BIG SLEEP"— Humphrey Bogart, Lauren Bacall; Warner Bros.; 1946; UAA	Repeat	Boston Movietime Fri. May 6 5:00-6:30 p.m. WBZ-TV	7.1	8.0	6.7	85.2	Royal Wedding	. WHDH	7.3

#### **British Comm'l TV**

TA's one transmitter, incidentally, was sited at Croydon, a few miles south of London.

#### First Days

First Days

In those first days, there were less than 200.000 sets capable of picking up the commercial programs, while the new medium wasn't eved without caution anyway by advertisers. A-R was soon struggling, but a return here to ATV's situation gives probably a more vivid instance of those early headaches. For many months ATV found that ad revenue didn't even cover the web's weekend program operating costs in London; but additionally, although the Midlands transmitter it was to operate had been skedded to open in December, 1955, this in fact didn't go on the air until the following February. So for five months ATV had the overheads of financing two operations with only one providing (inadequate) revenue.

It wasn't surprising that by the

weekdays, the North on weekdays, in London at weekends and in the Midlands weekdays, and in the Midlands weekdays, and in the Midlands weekdays, and in the Midlands and North weekends. ABDC was given the license for the fhird of these divisions, and negotiated with incorporated Television Program Company to form Associated Broadcasting Company which was later renamed Associated TeleVision Ltd.

ATV shared the then doubtful glory of putting out the very first transmissions on Sept. 22, 1955, to the London area. The outfit didn't as indicated, have the London area weekday contract, which had gone to Associated Rediffusion Ltd. The LTA's one transmitter, incidentally,

revines year.

The story can be held as roughly typical of the problems faced and overcome by the other pioneer webs; A-R, with its London weekday contract; Granada TV Network Ltd., which had the North area on weekdays; and ABC Television Ltd. which tackled the Midlands and North at Weekends. After initial grey days, all showed a rosy glow, with only Granadia TV reporting a deceptively low profit—comparatively speaking—because of a programming arrangement made with A-R in early crisis times which drained off some of the gravy.

Another indication of the bustin'-Another indication of the bustin'-

out-all-over success of commercial tv is given in the ramifications transmitter it was to operate had been skedded to open in December, 1955, this in fact didn't go on the air until the following February. So for five months ATV had the overheads of financing two operations with only one providing (inadequate) revenue.

It wasn't surprising that by the end of April, '56, ATV was showing a loss of nearly \$1,700,000. It

able interests in piped-tv outfits.

Impressive programs of studio expansion have been a common factor of most of the webs.

banson have been a common to tor of most of the webs.

By now, the first phase of the commercial tv network has been virtually completed, with ITA due to hand out the contracts for one or two remaining small areas to make countrywide coverage complete to a 90%-plus degree. Estimated viewership as of now is 37.000.000, reached by 10 companies. Advertising revenue is expected to hit some \$224.000.000 by the year's end, about 30% up over last year. Though rates have increased to a degree where advertisers are squawking (calculation shows that a one-minute spot on all stations in a Sunday peak hour next January will cost the advertiser around \$22,100, so invaluable is the medium now deemed that few have decided to pull out.

The future, till 1964 at least, hours considered of surface in the states.

few have decided to pull out.

The future, till 1964 at least, seems assured of continuing plum profits—the year being the one in which ITA's term of office is due to expire under the Television Act. And no one is worried about the sequel to 1964, even though there have been some signs that commercial tw is not exerting quite the hold over viewers that once it thad and that BBC-TV. is gaining ground. Correction: There is one worry. Will a third ty channel be allowed as a result of the currently-sitting Pilkington Committee's deliberations, and if so will it go to commercial interests or BBC-TV? Or even to a third authority?

Columbus—Thomas M. Ditzel, producer-director of WLM-D, Day-ton, Crosley tv station, has accepted a similar post at WOSU-TV, the Ohio State U. station, where he will be in charge of in-school tv. courses for the Columbus school

## 3-Web Campaign Coverage

such a delicate area. Herb Kaplow didn't go that far with Nixon. Without quarreling about the accuracy or inaccuracy of the analyses; this sort of thing can get politicians excited, properly or improperly. Newspapers do it daily, but they aren't subject to political revenge like ty has always been and may always be.

always be.

Frank McGes, central correspondent of the production, editorially voiced the network's position clearly stating NBC's opinion in advance. He said the web deplores religious intolerance in the campaign. The Republicans couldn't complain (the Democrats are running a Catholic) when GOP candidate Richard M. Nixon has said the same thing. Only the bigots could gripe. could gripe.

There has been considerable disappointment that the "Great Debates" haven't been formatted as genuine debates. But NBC attempted to create the atmosphere with film clips of Nixon and Kennedy taking contrary approaches to foreign policy, especially in their attitudes toward Nikita Khrushchev and Fidel Castro, Differences in their views on preparedness and civil rights were also sharpened music offer stemore than has been the case in newspapers during the segments of excellently edited film clips. Necessarily, some of the film came from studio with at press conferences when the candi-

finger a preference, with one exception.

In closing, NBC reporters travelIn closing, NBC reporters travel

Coverage of the Vice Presidential candidates was interesting, done both seriously and with feature twists for relief from the "heavy" tone predominating through most of the program. Much information was packed into the 60 minutes, and it was never dull.

Taste of the first Longines-Wit-tnauer commercial was question-able. Apparently after a political tiein, the sponsor noted that Franklin D. Roosevelt wore a Longines wristwatch, and, to estab-lish bipartisanship, that Helen Hayes, a wellknown Republican, also wears one.

The series shifts next Saturday to Huntley Brinkley interviews with Nixon, Kennedy, Lodge and Johnson, each separately for Saturday night hour.

San Francisco - Dave Larsen, currently a sales exec at KHIPcurrently a sales exec at KHIP-FM, Frisco, has received FCO grant to go on the air with fourth FM station in Minneapolis area, and plans to get on the air late next-month. He said station fare would include considerable jazz and folk music, offer stereo and would pick up tapes of Jimmy Lyons and Ralph J. Gleason's KHID shows. Larsen said WAYL would share studio with another Minneapolis FMer. KWFM.

# ETY-ARB SYNDICATION CHA

Variery's weekly tabulation based on ratings furnished by American Research Bureau, highlights the top ten network shows on a local level and offers a rating study in depth of the top ten syndicated shows in the same particular market. This week ten different markets are covered.

In the syndicated program listings of the top ten shows, rating data such as the average share of audience, coupled with data as to time and day of telecasting competitive programming in the particular slot, etc., is furnished. Reason for detailing an

strength of particular series. Various branches of the industry, ranging from media buyers to local stations and/or advertisers to syndicators will find the charts valuable. Over the course of a year, ARB will tabulate a minimum of 24T markets. The results of that tabulation will be found weekly in Vantery. Coupled with the rating performance of the top ten network shows on the local level, the Vantery ARB charts are designed to reflect the rating tastes of virtually every to market in the U.S.

(Continued from page 39)

#### DALLAS-FT. WORTH

STATIONS: KRLD, WBAP, WFAA, KFJZ. SURVEY DATES: JUNE 1-7, 1960.

TOP TEN NETWORK SHOWS	AV.		AV.	AV.		AV.
RK. PROGRAM—DAY—TIME STA.	RTG.	RK. PROGRAM—DAY—TIME STA. DISTRIB.	RTG.	SH.	PROGRAM STA.	RTG.
1. Gunsmoke (Sat. 9:00-9:30)KRLD		1. Death Valley Days (Sat. 9:30)	24.5	61.8	Four Just MenWFAA	6.6
2. Red Skelton (Tues. 8:30-9:00)KRLD	32,8	Sales	15.9	36.1	Take A Good Look WFAA	11.6
3. Wagon Train (Wed. 6:30-7:30)WBAP	30.4	3. Quick Draw McGraw (Tues. 6:00)KFJZScreen Gems	14.9	40.9		
4. 77 Sunset Strip (Fri. 8:00-9:00)WFAA	30.3	4. Coronado 9 (Tues. 9:30)	11.3	21 3	Huntley-Brinkley WBAP Garry Moore KRLD	9.6 27.9
5. What's My Line (Sun. 9:30-10:00)KRLD	29.2	5. Huckleberry Hound (Thurs. 6:00) KFJZ Screen Gems	9.9		News: Weather; News Huntley-Brinkley WBAP	9.0
6. Summer On Ice (Thurs. 8:30-9:30)WBAP	28.8	5. Woody Woodpecker (Mon. 6:00)KFJZKellogg	9.9	29.0	News; Weather; News.	10.0
7. Garry Moore (Tues. 9:00-10:00)KRLD	28.1	6. U.S. Marshal (Wed. 9:00)	8.3	12.7	Huntley-Brinkley WBAP U.S. Steel Hour KRLD	21.6
8. The Rebel (Sun. 8:00-8:30)WFAA	24.9	7. Whirlybirds (Wed. 8:00)	7.6	13.7	Hawaiian Eye WFAA Perry Como WBAP	21.6 17.6
9. The Rifleman (Tues. 8:00-8:30)WFAA.	23.0	8. Border Patrol (Wed. 8:30) KFJZ CBS	7.3	11.5	I've Got A Secret KRLD	
		9. Amos 'n' Andy (MonFri. 5:30)KFJZCBS	7.0		Party TimeKRLD Rocky & His FriendsWFAA	4.6 5.3
10. Danny Thomas (Mon. 8:00-8:30) KRLD	22.5				Teen-Age Downbeat WBAP	4.0
10. Real McCoys (Thurs. 7:30-8:00)WFAA	22.5				My Friend FlickaWFAA	5.7

## DES MOINES

STATIONS: KRNT, WHO, WOI. SURVEY DATES: JUNE 1-7, 1960.

## LITTLE ROCK

STATIONS: KARK, KATY, KTHY. SURVEY DATES: JUNE 1-7, 1960.

_					The state of the s	
- :	I. Wagon Train (Wed. 6:30-7:30)KARK	1. Coronado 9 (Sat. 9:30)	KTHVMCA	24.3 62.8	Death Valley DaysKARK	11.0
- 1	2. I've Get A Secret (Wed. 8:30-9:00)KTHV	2. Rescue 8 (Sun. 8:00)	KATV Screen Gems		GE TheatreKTHV	18.3
:	3. Danny Thomas (Mon. 8:00-8:30)KTHV	3. Whirlybirds (Thurs. 9:30)	KARK CBS		Sid CaesarKTHV	15.5
	4. Gunsmoke (Sat. 9:00-9:30)KTHV	4. Sea Hunt (Fri. 7:80)	KTHVZiv-UA		Man From Blackhawk KATV	14.1
	5. Father Knows Best (Mon. 7:30-8:00)KTHV	5. Flight (Thurs. 7:00)			Masquerade PartyKARK	14.1 14.1 12.7
	6. Price Is Right (Wed. 7:30-8:00)KARK	6. Tombstone Territory (Sun. 9:30)	KARK CNP		Donna Reed	12.7
		W. Manhant (Tues 0.20)	VADV Coroon Come		Garry MooreKTHV	22.5
	7. The Millionaire (Wed. 8:00-8:30) KTHV	8. Grand Jury (Sun. 9:30)	KARK NTA		Tombstone Territory KTHV	
					Garry MooreKTHV	13.4 22.5
- 1	9. Welk's Dancing Party (Sat. 8:00-9:00) KATV	10. Death Valley Days (Sat. 9:30)	KARK U.S. Borax		Coronado 9KTHV	24.3
10	D. Ann Sothern Show (Mon. 8:30-9:00) KTHV	<sup>11</sup> 10. U.S. Marshal (Thurs. 9:30)	KAT▼ NTA	11.0 24.2	WhirlybirdsKARK	19.0

#### LOUISVILLE

STATIONS: WAVE, WHAS. SURVEY DATES: JUNE 1-7, 1960.

			and the second control of the second control	
1. Gunsmoke (Sat. 9:00-9:30)	53.0   1. Sea Hunt (Sat. 9:30)	42.7	70.2   Welk's Dancing PartyWAVE	18.2
2. Red. Skelton (Tues. 8:30-9:00)	48.3 2. State Trooper (Thurs. 9:30)	31. <b>8</b>	65.3 Sid Caesar	16.9
3. Garry Moore (Tues. 9:00-10:00)WHAS	40.6 3. Huckleberry Hound (Thurs. 6.30)WHAS Screen Ger	ns 28.8	64.9 The Plainsman WAVE	15.6
4. The Rifleman (Sat. 10:00-10:30)WAVE	39.1 4. Not For Hire (Mon. 10:00) WAVE CNP	25.5	62.5 Pat Boone	13.2
5. Real McCoys (Fri. 10:00-10:30) WAVE	38.4 5. Shotgun Slade (Wed. 10:00)	24.9	76.6 Your Question, WHAS	7.6
6. Summer On Ice (Thurs. 8:30-9:30)WAVE		21.2	48.6 What's My Line WHAS	22.5
7. Wagon Train (Wed. 6:30-7:30)	37.7 7. Grand Jury (Tues. 10:00)	20.9	10.6 Alfred Hitchcock WAVE	18.9
8. Twilight Zone (Fri. 9:00-9:30)	36.8 8. Lock-Up (Thurs. 8:00)	19.6	55.2 Producer's Choice WAVE	15.9
8. Hennessy (Mon. 9:00-9:30)	36.8 9. Tombstone Territory (Thurs. 8:00) WAVE Ziv-UA	19.2	40.8 Zane Grey Theatre WHAS	27.9 22.6
9. Loretta Young (Sun. 9:00-9:30)WAVE	33.5 10. This Man Dawson (Tues. 8:00) WHAS Ziv-UA	18.9	45.7 George BurnsWAVE	22.6

# FCC Wants All the Facts From Webs On Affiliate Treatment of Politicos

Washington, Sept. 20. Prodded by complaining Sena tors, the Federal Communications Commission has told radio and television networks it wants all the facts on which affiliates do and don't carry web programs featur-ing appearances by Presidential and Vice Presidential candidates.

do and don't carry such programs this year—as well as any other this year—as well as any other program on which the top candidates apear—FCC said it needed the information to make a comprehensive report to Congress.

#### **Weil-Hartley Consultancy**

Well-Hartley Consultancy
RalphWell and his longtime partner, Arnold Hartley, have entered a new business, in addition to all complete report on station and the applicants for Relatest FUC action was to request the networks to furnish FCC a complete report on station relearances of every web program in which either Nixon or Lodge, or Kennedy or Johnson participates. This double effort was stimulated by members of the Senate Commerce Committee who took FCC Commissioners to task two different times this year because the Commission hasn't done anything about individual tv and radio stations which refuse to carry campaign speeches of Presidential candidates when the political party involved buys the time. This, according to the unhappy Senators, is contrary to the public interest.

In asking the nets to provide all took facts on which of its affiliates in Meriden, Conn.

#### **CBS' 14 SPONSORS** FOR NFL GRIDCASTS

National League pro football on CBS-TV will have 14 regional bankrollers when it starts this Sunday (25).

Philip Morris, for Marlboro, via Leo Burnett, will have a piece of each regional web. All other spon-sors will be regional, with the run-down as follows:

New York: P. Ballantine & Sons via Wm. Esty; Shell Oil, J. Walter Thompson; and Studebaker-Packard, D'Arcy.

## Miami A Mess

pending. The emissary selected by making pleas on behalf of East Biscayne to contact Mack, according to Stern, was Ben A. Fuqua, veepee of Florida Power and Light "were the private approaches made to Mack by representatives of Bismissioner's since college days.

John D. Pennekamp, associate editor of the Miami Herald, was also mentioned by Stern as having set up a luncheon meeting between Trammell and Mack, among other

In the case of South Florida, Perrine Palmer Jr., Miami construction man, and Thurman Whiteside, Mack's old pal in the Channel 5 case, were the chief protagonists. Stern said that South Florida president Jack Stein asked Palmer to contact Mack on the firm's behalf holding out the promise of a construction contract for the station if the channel award went its way. Whiteside, according to Stern, spoke many times to Mack, at the instigation of Stein. Another old friend of Mack's, In the case of South Florida

"Such then." declared Stern,
"were the private approaches made
to Mack by representatives of Biscayne, South Florida and East
Coast. That they were all wholly
improper and outside the recognized and public processes of adjudication is so obvious as to require no amplification in that regard."

#### IBEW-NABET

Continued from page 27 =

Continued from page 21

Florida president Jack Stein asked Palmer to contact Mack on the firm's behalf holding out the promise of a construction contract for the station if the channel award went its way. Whiteside, according to Stern, spoke many times to Mack, at the instigation of Stein.

Another old friend of Mack's, Miles H. Draper, Tampa attorney and prominent Florida Republican, was engaged by East Coast ostensibly to work up sentiment against any award to Biscayne. But what he really did," Stern said, "was to lenter immediately into correspondence with 'Dear Richie'," (Mack)

Continued from page 21

Screen Actors Guild and American Television & Redio Artists expire on Nov. 15, and if these talks continue for any length those of IBEW and NABET.

Some NABET rank-and-filers seek pension & welfare benefits from ABC. Network has none for the continuation of the pension of the

This year more than ever New York audiences are watching network quality entertainment every night on WPIX-11, the prestage independent. Advertisers are selling with minute commercials in this "network atmosphere" during prime evening hours! No other station provides this kind of selling opportunity in New York - Prime Time Minutes

# the prestige independent with network programming!

M SQUAD AIR POWER MAN AND THE CHALLENGE MIKE HAMMER MEN INTO SPACE HIGH ROAD HOW TO MARRY A MILLIONAIRE SAN FRANCISCO BEAT THIS MAN DAWSON TARGET NEW YORK CONFIDENTIAL DECOY. MEET McGRAW INVISIBLE MAN STATE TROOPER YOU ARE THERE TRACKDOWN SILENT SERVICE YOU ASKED FOR IT MR. ADAMS AND EVE THE HONEYMOONERS SHOTGUN SLADE **NAVY LOG BOLD VENTURE** JEFF'S COLLIE WHIRLYBIRDS THE CALIFORNIANS **BOLD JOURNEY** AND MANY MORE

where are your 60-second commercials tonight?



#### **Gotham TV Profile**

GTV 9, MELBOURNE

DELO

ming for '60-'61 in the top market of the U.S.

Telecasting of local vidpix, vidtape and pix in the N. Y. market this season finds the following lineup among the seven stations:

WCBS-TV telecasts more than 20 features per week in its cinematics slots, which includes "Late Show,"
"Late. Late Show," "Early Show" and weekend pix programming.
CBS-TV o&o has the heftiest library of features in the market, its backlog counting more than 2,000 pix, including such major libraries as Metro and Paramount. Firstrun as Metro and Paramount Firstrun half-hour product in the evening hours is confined to only three series, "Sea Hunt," "Exclusive" and "Brothers Brannigan." Bristol-Myers is sponsoring "Sea Hunt," Rheingold Beer has picked up alternate-week sponsorship of "Brannigan" and Lanolin Plus is riding atternate weeks on "Exclusive." Latter property from ABC Films consists of only 13 episodes. WNRC-TV has a weekday slot.

"Movie Four" with its pix programming resembles an art house.

gramming resembles an art house.

WABC-TV also has a syndle lineup at 7 p.m., with "Blue Angels." "Jim Backus Show." "Tales of the Vikings" and "U. S. Marshal." "Case of the Dangerous Robin" has a Tuesday 10:30 p.m. slot. ABC-TV also is heavy in cartoon programming, having recently replenished its supply with some hefty purchases. Last firstrun pix buy for its feature slots was the Lopert bundle. It has Brown & Williamson, Ballantine and others riding on its syndie product as program buyers, with others as participation clients.

All three web o&o's du-ing day-

All three web o&o's during day-time hours have strips of rerun syndie product.

nours is confined to only three series. "Sea Hunt." "Exclusive" and will be read by the series and series. "Sea Hunt." Bristol-Myers is sponsoring "Sea Hunt." Rheingold Beer has picked up alternate-week sponsorship of "Brannigan" and Lanolin Plus is riding alternate weeks on "Exclusive." Latter property from ABC Films consists of only 13 episodes. WNBC-TV has a weekday slot for half-hour syndie product is indie WPIX. Exter property from ABC Films consists of only 13 episodes. WNBC-TV has a weekday slot for half-hour syndie product at to product at the first of the films of the films

this season, more than in previous years. Off-network rerun product -first-run in syndication—abounds on the station. Outlet successfully sells itself as the station with the

paign that 99% of its sponsors are national advertisers.

WNTA-TV, outlet which took a creative plunge to rovide an alternative programming service in the N. Y. market, appears to have its toughest financial days in the past. "Play of The Week" showcase is virtually sold out. National strip rate is \$3,500 compared to the discounted rate last season of about \$1,000 for a minute spot, prior to \$1,000 iterical documentary on the American gangster. Sonny Fox's "Wonderama" on weekends and cartoon shows make up the station's hefty and successful kiddle bloc.

shows make up the station's nets, and successful kiddle bloc.

WOR-TV remains the station with the feature image. Besides its pioneer "Million Dollar Movie," 16 showings weekly, it has cinematic strips such as "Foreign Film Festival," "Sneak Preview," and "Art Film." Station ill have a Spanish-speaking pix showcase this season with English sub-titles, More than 60% of its total schedule is accounted for by pix telecasting. "Playboy's Penthouse" is one of the few syndie programs being telecast by the station this season. There's profitable kiddle strips and such personalities as Jean Shepherd, Long John Nebel and Hy Gardner to fill out the schedule.

#### NAB Taps Arnoux

Washington, Sept. 20.
National Assn. of Broadcasters
has named Campbell Arnoux.
WTAR Radio-TV Corp. Norfolk, as
chairman of the Television Music
Advisory Committee.

Advisory Committee.

Other members named were:
Payson Hall, Meredith Broadcasting Corp., Des Moines; John E.

McCoy, Storer Broadcasting Co.,
Miami Beach; Clifford M. Kirtland,
Jr., Transcontinent Television
Corp., New York; John J. Murphy,
veep, Crosley Broadcasting Co.,
Cincinnati; Robert H. Smith,
WCYB-TV, Bristol, Va., Charles, C.

Woodard, Westinghouse Broadcasting Co.,
Cwoodard, Westinghouse Broadcasting Co.,
Wew York; and Clair and Colar ting Co., New York; and Clair R.

MuCollough, prez of Steinman Stations, Lancaster, Pa.

#### **BBC-TV** Imports

there building a 60-minute docunetwork programming image. In fact it's so successful in its campaign that 90% of its sponsors are national advertisers. compiling three 30-minuters on the country's way of life, in the way he covered Africa in his "Wind of ne covered Arrica in his "Wind of Change" series. The "Panorama" program will present an edition, immediately before polling, on the latest shape of the campaign. BBC-TV will take the tv debate between candidates Kennedy and Nixon and air it "within hours of the event."

of the event."

Other highlights of the upcoming period include an 18-part serial, as compared with the customary sixpart job, by Francis Durbridge and featuring Jack Hedley as an investigator, the ambitious taped "investigator, the ambitious taped "spector Maigret" stories which debut Oct. 31, performances of Eugene O'Neill's three sea plays (next Tuesday, 27) and "Moon For the Misbegotten" (Oct. 27), a half-dozen programs for zany comedian Michael Bentine; the Sunday night va u de show "Showtime" and a new showbiz mag "Parade," arranged and presented by Alan Mel-ville and which will have a spot-for visiting celebs who're passing through town. New plays by top writers will, as already reported, also figure large.

#### NTA

Continued from page 29

ing the new FCC ruling, also characterized the general syndie market as "still very bad." He said there was an oversupply of product in terms of the needs and the "weak" syndie houses will not survive. He said that NTA would go in for more specialized tape product a la "Play of The Week," "Open End," "Bishop Sheen," etc. David, Griestoff, aven, et men.

David Griesdorf, prexy of NTA
Telefilms of Canada, reported on
an expanded Canadian market,
with two channels supplanting
single channel markets, NTA has
mlnority interests in two Canadian
tv channels, one in Ottawa and the
other in Pembroke.

other in Pembroke.

In the first six-months of the current fiscal year, NTA lost about \$2,700,000. In speaking of the loss, Unger stated that 80% of NTA's income was applied for amortization. He said NTA would retain the amortization tables, but saw increased incomes and effected economies turning the red ink to black.

#### Amer. Tobacco Renewal On Ziv's Lock Un'

Buy of American Tobacco on sec-ond year production of Ziv-UA's "Lock Up" on WNBC-TV, N.Y., raises the number of markets for the tobacco firm to-54. Additional stations to buy the MacDonald Carey starrer include: KCBD, Lubbock, Tex.; KGBT, Har-lington, Tex.; WNBF, Bingham-ton, N.Y.; WJRT, Flint, Mich.; KSTP, Minneapolis; WKTV, Utica, N.Y. and WGAL-TV, Lancaster, Pa.

## BBC, A-R Split Feature Package

London, Sept. 20.

In a surprise deal, BBC-TV is
to share with Associated-Reddiffusion the 52 British feature films
which the commercial network acquired from John Woolf and
Daniel Angel at the beginning of

the year.

A unique feature of the agreement is that the BBC was invited to divide the package into twe equal halves, and A-R had the choice of which half they would like for first showing on ty. The other 26 will be shown first by BBC. Subsequently, the two batches of films will be exchanged for reneat showings. for repeat showings.

Among the features included in the package are, "Richard III," "African Queen." "Moulin Rouge." "The Sea Shall Not Have Them." "Kid For Two Farthings" and "Iron Petticoat."

#### **British Variation**

Continued from page 29;

fits, have gone out on individual limbs and taken, for instance, NBC's "Life Of Riley," to reap ratings that at least stand looking at alongside those secured by shows previously grabbed froi the network for the same slots. "Silent Service" is another skein from the same source that has clicked in like manner.

Inasmuch as there's a 14% ceil-Inasmuch as there's a 14% ceiling here for the showing of nonBritish programs on commerciat
tv. and as the principal program
fount is still the network, these
deals aren't going to bring untold
riches to the distribs. But the effort
is proving worthwhile when a
single print can be used in one
area, passed to another, then
shipped overseas to continue itseffective life until, probably, subtitling renders it useless for
further circulation.

Max Ferguson succeeds Fred Davis starting Oct. 17 as host of "Open House" Canadian Broadcasting Corp. daily program. For past two years, Ferguson had been an interviewer on "Seven-O-One." formerly "Tabloid." Davis is occupied with other tw commitments which brought about his resignation from "Open House."



Mgt.: LEONARD GREEN 300 E. 51st St.: New York PL 2-1764

## IN NEW YORK "SEA HUNT LLOYD BRIDGES among all shows, all stations, all month!

57.5% SHARE BEATS Ed. Sullivan, Wagon Trai Alfred Hitchcock, Danny Thomas, What's My Line , Lo-Thomas, What's My Line , Lo-retta Young and many others.

ZIV-UNITED ARTISTS, INC.

28.8 RATING

TOP RATINGS LIKE THESE ities coast-to-coast!

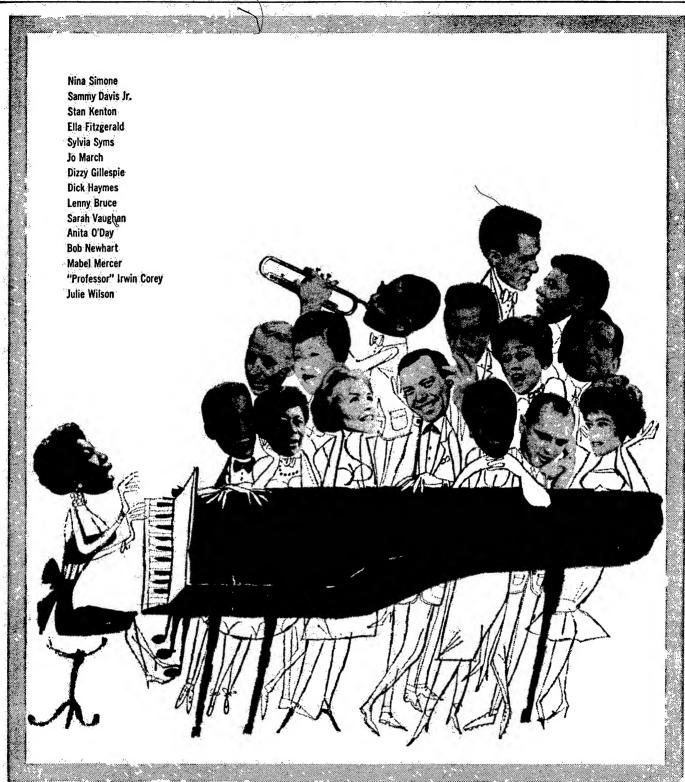
IAMI CHICAGO 34.3 25.5

SEATTLE-TACOMA PITTSBURGH 38.7 28.0

GTV 9. TELEVISION CITY RICHMOND VIC. AUSTRALIA

for the most successful show ever

produced in Australia!



# where else could you get all these entertaining people together... except on the fresh, new HOUR show PILAY BOY'S

If we may name drop for a moment ... our guest list is impressive. Just check the group assembled here (identified above, if a name should escape you), PLAYBOY'S PENTHOUSE relies on an old-fashioned, but always unbeatable factor: superb entertainment made by the show business people everybody is talking about from one coast to the other. Add to that an atmosphere of a sophisticated penthouse ... a witty host\* who projects a mood

of easy informality and graciousness... and you have a show that has great appeal for a vast audience. PLAYBOY'S PENTHOUSE is available now for syndication—26 one-hour shows. Arrange for a screening now. This is the show to

WATCH. \*Hosted and produced by Hugh M. Hefner, Editor and Publisher of Playboy Magazine. OFFICIAL FILMS. INC.

# Advertisers are Flocking to POPEYE the **STAR**

"We are so enthused over the new Popeye cartoons that we have increased our Popeye pro-gram to a full hour as of October gram to a full hour as of October 1st, and we are delighted to say that this new hour format is sold out as of that date." RICHARD W. JOLLIFFE General Sales Manager KTLA-TV, Los Angeles

"Commercial interest high; al-ready have confirmed orders and expect to be sold out by starting date."

ROY BACUS, Manager WBAP-TV, Fort Worth

"We got Popeye the Sailor Man And the sponsors And the sponsors to Channel Five ran.
While he won't start 'til October
We're already in clover,
With Popeye the Sailor Man."
PAUL SCIANDRA
WROC-TV, Rochester (N. Y.)

Over 75 stations already have bought the ONLY ALL-NEW POPEYE cartoons produced especially for television.

Investigate the Sales Potential of POPEYE for Your Fall Schedule!

**Audition Prints Available** 

208 All-New Popeve TV Episodes

for delivery on or after Oct. 1

Wire or call: AL BRODAX, Director TED ROSENBERG. Director of Sales



#### **TV-Radio Production Centres**

"Capitol Cloakroom" producer Ellen Wadley, new prexy of American Women in Radio and Television local chapter, honored at a Broadcasters' Club party by her boss, CBS Washington news-public affairs director Ted Koop... Connie B. Gay, who's buying Missouri stations KFEQ-AM-TV, St. Joseph, and KLIK-AM, Jefferson City, has formed a corporation to offer 130,000 shares of common stock at \$1 each; registration papers have been filed with the Securities and Exchange Commission . . . Jimmy Gibbons and Eddie Gallaher will provide play-by-play and commentary for the 10 professional football games skedded for WTOP-TV starting next Sunday . . WRC radio for the seventh year will broadcast the Navy grid schedule . . David Fentress is new addition to WWDC's announcing staff.

#### IN BOSTON . .

WHDH-TV scored a first with hour-long fashion show, produced by Sid Pike, directed by Bob Kinkead and written by Jess Cai the Juli Dane commentating; showing 21 models in 100 outfits in color. WBZ-TV program manager Herb Cahan on United Fund's public relations institute panel discussing public and mass communications. Don O'Shea promoted to account exec in WBZ-TV sales. Lawrence Feeney, formerly of Texaco Inc., to O'Shea's post as field sales coordinator. Donn Winther, ad and promo director, WFIL radio-iv, Joins WBZ-TV as ad and promo manager, succeeding William Colvin who resigned to return to TvB, N. Y. Bill McColgan, formerly at WESX. Salem, now radio voice of Cleveland Browns Shelly Saltman, WBZ-TV ass't advertising and sales promo mgr. nominated among 10 most outstanding N. E. sales promotion executives 1959-60, by SPEA. Bob Allen, WEEI account exec, to WCBS, N. Y. WNAC-TV produced a special half-hour film, narrated by Roy Leonard in behalf of the "Jimmy Fund". Leonard J. Patricelli, veep for programs, Haritford, Conn., named member of the NAB 1980-61 tv film committee ... Management of WBZ-TV and WBZ radio editorializing for expansion of driver ed courses in Mass. high schools as a possible means of reducing traffic accident toll caused by youthful drivers. ... All-night FM programming on an experimental basis will be started by WERS, Emerson College FM station Joe Levine, WHDH-TV film ed, off to Coast . Judy Valentine's tv show, "Judy And Goggle," being set for return to WHDH-TV

#### IN SAN FRANCISCO . .

IN SAN FRANCISCO

Jerry Friedman has been named station manager of Gordon Broadcasting's newly acquired KQBY, ex-KOBY. He had previously sold for KNBC, KROW (now KABL) and KLX (now KEWB) . Harry P. Sherinian Jr., was named assistant sales promotion manager of KCBS—he's an ex-KTVU promotion man. .. ETV KQED televised its annual membership meeting Monday (19) night ... KGO-TV hung out a "75% sold out" sign on its new Sunday 75-minute Herb Caen-William Winter show, which starts on the air Oct. 2... New in KGO-AM-TV engineering department is James Von Striver, ex-KOVR. Stockton, ex-KGMB-TV, Honolulu, ex-KRON, Frisco ... Ed Sullivan spent week in Frisco taping first of the "See America with Ed" shows, turned up to catch The Limeliters and Johnny Mathis at the Geary, held a press conference on behalf of Westinghouse's KPIX spoke to Frisco Ad Club ... Examiner's Dwight Newton started his 20th schoolcast season on KFAX ... Steve Allen, at large and at leisure, spent an evening playing piano for Sylvia Syms at the lowercase hungry is "Other Room". Vanessa Brown popped into Frisco to pitch Israel Bonds ... In addition to KHIP-FM. Radio Free Europe, United Nations Radio and U. S. Information Service will all broadcast next weekend's Monterey Jazz Festival—three latter will be airing fest for overseas consumption, of course ... KGO-TV packed more than 150 agency reps into preview party for "Hong Kong."

IN MINNE APOLIS.

#### IN MINNEAPOLIS.

Twentieth-Fox's non-network KMSP-TV starts the NTA taped "Play of the Week" series Oct. 3, kicking off with "Medea." Plays are scheduled for 8:30 p.m. Mondays. Station also will present football for first time—the taped Saturday Notre Dame games Sundays at 7:30 p.m.

Newscaster Bill Ingram, long with local KSTP-TV and briefly with KMSP-TV after quitting his KSTP-TV, \$35,000-a-wear job when the station refused to send a cameraman to his home to take pictures of him and his children for Christmas eve showing on his program, has joined KROC tv and radio, Rochester, Minn.

Sid Mesibov, ABC-TV network exploitation director, visited WTCN-TV, ABC affiliate. Robert Faylor, "The Detectives" star, flew here from Hollywood in his own plane to plug the series.

Dick Clark was here with network clients, agency, executives, the press and WTCN-TV exes.

V. Fae Thomas, producer of ABC-TV. "Expedition," has a press and client runcheon tossed for her by WTCN-TV. Taped series first, "The Frozen Continent," was shown, WTCN-TV itself will produce a Twin Cities "Expedition" program every third week during the series.

Harry Bannister, NBC-TV vp. in charge of station relations, spent day with Stan Hubbard, head of KSTP tv and radio, NBC affillate . . WCCO Radio (CBS affillate) landed nine new advertisers and five renewals last month. Dick Driscoll, WDGY, staffer, claiming local long distance disk jockey championship following a 65-hour plus "marathon" during which he was continuously on the air, playing records and doing announcements

#### IN PITTSBURGH

IN PITTSBURGH

Local officials of U. S. Steel asked Max Liebman to change rehearsal time for Jackie Cooper so that the star could be on hand to meet the kids during last week-end's telethon on KDKA-TV for benefit of Variety Club Charities. Other stars who appeared were Raymond Burr, Roscoe Karns, Fabian, Elaine-Stritch, Shirley Bonne, Jack Smith and Clayton Moore... James J. Sieger has been named continuity supervisor at KDKA... Leo Johnson is the new host on "Luncheons at One" on WIIC. He will use femme personalities in area to assist... Dick Groat, injured captain of the Pittsburgh Pirates, is now on KDKA every night at 7:05 with the station's top-rated personality, Rege Cordic. They discuss the current national league pennant race. Cordic and his company (Karl Hardman and Bob Trower supply their excellent comedy to go with Groat's factual analysis of the race. Mary Eythe, "Mrs. Pennsylvania" of 1953, is doing the commercials for Giant Eagle on its "Walter Winchell File" and the half-hour seg on the "Dave Garroway Show"... Leonard Kapner, head man at WTAE, and his wife off to Europe.

IN PHILADELPHIA

WRCV-TV presenting "Play of the Week" in a 13 week series which teed off with Judith Anderson in "Medea" (18) ... John Mahan, former WPEN program director, and educator Pr. Bernard Stern have opened the School of Broadcasting Video Arts. On the staff are Bill Smith, Jules Rind and Dick Shipp of WPEN. Jim Burke WKDN, Camdeeija, will emcee finals and crown Sons of Tally Columbus Day "Queen" (Oct. 12) at the Bellevue Stratford Barney Sackett doing "Checkmate" 186 to 17.8, but the legit reviews for WIP, for the second year will emcee finals and crown Sons of Tally Columbus Day in the second half of "Checkmate" (9-9:30) the CBS entry beat NBC's mer WHBG d.j. now at a San Francisco station Harry Sheble, former WIBG d.j. now at a San Francisco station Harry Sheble, former WHBG d.j. now at a San Francisco station Harry Sheble, former WHAT late nite disk jockey, and recently working in Miami Beach, now doing a rock 'n' roll show on WEEZ, Chester ... "Portraits ity in key Saturday hours."

in Music," with Philadelphia Orchestra concertmaster Anabel Brustlow as host, returned to WRCV-TV for the second year (17)... All-American and All-Professional quarterback Norman Van Brocklin will make his tv debut in a half-hour session before the Philadelphia Eagles games on WCAU-TV starting (Oct. 2). Station's sports director, Bilt Campbell, will run air interference for star back.

IN DETROIT

Myrtle Labbitt, of CKLW, saluted by Detroit Chapter, American Women, in Radio and Television, on anniversary of 25 years in broadcasting WJR and WXYZ have received United States Treasury, Department's award for "meritorious public service" for broadcasting news of Federal tax laws ... WXYZ's Johnny Ginger sheds overalls and sweatshirt for a bellboy's uniform as he begins a new afternoon she "The Three Stooges and Johnny Ginger" ... WAR news director William Sheehan will cover the opening of the 1960-61 session of the United Nations General Assembly, in Part VI of his "Close Up" world affairs series sponsored by Michigan Consolidated Gas Co. ... WXYZ radio announces that the audience survey report conducted by C. E. Hooper for July and August has established the station as having the largest listening audience in a tri-county area. More than 15 leading universities within WJR's listening area will contribute a variety of youthful nusical talent to "Campus Concert" each Sunday from 5:30 to 6 p.1. WWJ will broadcast all University of Michigan football games with Don Kremer and Bennie Oosterbaan describing the action ... "Superman" is a new WXYZ-TV entry with Faygo Beverage sponsoring.

#### IN CINCINNATI

#### IN CLEVELAND

A deal wherein Joe Finan, former KYW disk jockey ousted last December in the pavola probes, would have done late night interviews on WDOK Radio fell through. Fred Wolf, WDOK head man, said the ad agency involved "seemed to be trying to run my station for me". Radio-tv newsmen got a good workout when Cleveland's famed nitery, Theatrical Grill, burned down right downtown. Most ingenious were KYW's live TV coverage from a window in the station nearby and WGAR Radio's hookup of a transistorized amplifier for direct broadcasts to a pay phone in a building across the street by engineers Lloyd Wingard and Windsor Atwater WERE is supplying five-minute newscasts to the Cleveland Board of Education's FM outlet! WBCE, for classroom, listening Kenneth C. Philo is the new art director at KYW-TV, coming here from KMTV, Omaha. He replaces Edward Goodrich, who resigned.

#### Sat. Morning Deals

Continued from page 33 are still some that have not yet approved the proposal. The agency doesn't isualize any great difficulty, however,

With so much Saturday morning ime to fill-and the time is essentially kidvid time-CBS is not the only network that has to consider making abnormally high discounts to lure advertisers. "Howdy Doody," soon leaving the air, has cost NBC-TV about \$10,000 a week

produce, yet the network has fit to sell the program to sponsors for a total production charge of \$4,000 or so a week. charge of \$4,000 or so a week.

Sh Lewis, costing less every week to produce than "Howdy." is moving into the letter's slot shortly. Nabisco has bought 15 minutes of the new Lewis package at a cost of roughly \$2,000 a week, it is understood. This would also indicate a loss to NBC-TV in an early Saturday time period. The webs, figuring a little is better than nothing. ing a little is better than nothing, are willing to make the rakeoff.

#### **NBC** Muscle

Continued from page 27 the NBC premiere ("Tah Hunter Show"); with a 19.9 to NBC's 16.4 and ABC's 12.2.

and ABC's 12.2.

At 9, seasonal preem of "General Electric Theatre" on CBS ran away with it on the multi-city report, getting the night's highest audience. GE got a 24.5 to ABC's "Rebels" 12.9 and the Chevy mystery shows 13.8 on NBC. Next premiere on Sunday was NBC's "Loretta Young Show" at 10, which hit 23.1 on the multi-city report, to 15.4 and 8.5 to the reruns on rivals CBS and ABC respectively.

Ottawa-Taking over from Ted Pope, killed in a racing-car smash-up Aug. 15, executive producer Raymond Whitehouse is personally produci "Aunt Jeanie and the Idol" by Audrey Piggott on CBC-TV's weekly network half-hour "First Person."

#### HOWARD E. STARK

**Brokers and Financial** 

Consultants

#### Television Stations **Radio Stations**

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Mgt. William Morris Agency



APTS. FOR RENT (adjacent to Town He
WALK TO WORK!
21/6 Room Unfurnishe
Air-Conditioned Apts
Elevator Building

E. A. HEGY 60 E. 42 St., N. Y. C. MU.7-8348

# 25 Years Ago This Week

Ed East & Ralph Dumke, with

NO. 1 MONEY MAN: Major Ed-ward Bowes million-a-year income from amateurs broke it down to \$5,000 weekly from radio; \$12.500 on units, \$1,000 for shorts, besides \$500 as managing director of the Capitol Theatre, N. Y.

War rumbles: the first war clause written into a radio contract was the New York distributor of Bel Paese cheese, with WOR, reserving the right to cancel immediately if Italy engages in war with Ethiohumorous Violinsky said he received a variety

offer from Germany: "1,250 a week, nd funeral expenses."

Gary Cooper sought to stamp out the radio endorsement racket, by fixing a fee for commercial testi-monials, and turn it over to relief organizations.

Kate Smith's A&P "Coffeetime Show," booked into Madison Square Garden, was the first sponsored commercial show. Admission-free, Garden rental was \$6,000 for the night.

the night.

NAB planned awards "for metitorious radio programs." Committee included Lambden Kay, WSB, Atlanta. Chairman; Merlin H. Ayesworth, NBC; Burridge D. Butler, WLS. Chi. Leo J. Fitzpatrick, prez of NAB and v.p. of WJR, Detroit; and William S. Paley, CBS.

and William's, Faley, Cos.
Walter P, Chrysler, Sr. planned
to turn radio actor in a one-shot
exploitation pitch in behalf of the
new Plymouth car. Regular professional show comprised Lou Holtz,
Pick & Pat, Lowell Thomas. Being
sought were Phil Baker and Burns
\*\*Allon\*\* & Allen.

VARI ran a special Fall Ra dio Business Forecast.

di) Business Forecast.

Radio admen picked thes as the top 15 bands: Guy Lombardo, Paul Whiteman, Fred Warine, Wayne King, Rudy Vall Ray, Noble, Hal Kenn, Caso Loma Orichestra, Edy Duchin, Ben Bernic, Orsey Bros., Ted Fio Rito, Abe Lym George Olsen, Dick Himbert.

Standard Oil of New Jersey (Esso) bought news breaks on all NBC wned-and-operated stations east of the Mississippi, calling for five-minute spots a day, everyday utilizing United Press news service.

Elliot Roosevelt talking a deal to join the Sout under Lee Armer.

Fred Allen, with Portland Hoffa, en route from Coast holiday to start rehearsing his niew Ipana and Sal-Hepatica series.

Texaco talking a \$10.000 sponsorship fee for "Jumbo," Billy Rose's new legit spectacular at the Hippodrome.

Rose publication.

Book publishers Doubleday-Doran in a deal over WOR, N. Y., to broadcast a weekly half-hour series, based on their crim books.

Minsky's burlesque talking a ra-dio hookup to broadcast amateur striptease contests.

striptease contests.

Th 1935 Fall Radio Business Forecast also reported that over 85% of the membership of the American Assn. of Advertising Agencies now charge their clients a 15% commission on talent; also that talent comprised 30% of the adio program costs.

The 1935 forecast, was an \$85,000.000, gross for broadcasting according to the National Association of Broadcasters.

Lord & Thomas took a page ad

Lord & Thomas took a page ad in Variety captioned: "The 'radio honeymoon' is over," stressing that 'success in 'radio advertising calls for showmanship that entertains—and sell."

or snowmaism that entertains and sell."

The fall forecast included a symposium by leading agency firms, which indicated N. W. Ayer & Son, Batten, Barton, Durstine & Osborne, Benton & Bowles, Blackett-Sample-Hummert, Blackman, Emil Brisacher, Byer & Bowman, Campbell-Ewald, Cramer-Krasselt, William Esty, Hutchins, H. W. Kastor, Joseph Katz, Lord & Thomas, Marschalk & Pratt, McCann-Erickson, W. S. Hill, Henry J. Kaurman, Dan B. Minor, Carr Liggett, Schwimmer & Scott, Newell-Emmett, J. Walter Thompson, Young & Rubicam, McJunkin, Tracy-Locke-Dawson, Sweeney & James, Steinfield-Godley, Moss-Chase, Tomaschke-Elliott, were the largest space buyers. Among the things, that the

lo was seeking a uniform scale for radio stations. agencies wanted from radio stations was a breakdown of definite policies, outstanding local features, national tieups, reception quality, local preference of merchants, studio equipment, along with the basic information about management personnel, power, network affiliation, etc. Bing Crosby with Jimmy Dorsey

signed to take over the Kraft Show Dec. 1, wheaded by Paul White-

William Morris Agency was mulling a merger with Frank Orsatti's Hollywood agency, but nothing came of that.

Paramount's "Big Broadcast of 1936" featured Jack Oakie, Burns & Allen, Lyda Roberti, Wendy Bar-rie, Benny Baker, Akim Tamiroff, Nicholas Bros.

Ed East & Ralph Dumke, with Dorothy Chase, were dong their perennial "Sisters of the Skillet" for the new season. Other premieres that week were Dorothy Lamour, "Atlantic Family" (Frank Parker, Red Nichols, Everett Sloane, Rosemary DeCamp, Rita Allyn, Jack McBride), Grace Moore for Vick Chemical; Kraft Music Hall with Paul Whiteman, Mischa Levitzki, Michael Bartlett, Bobby Burns, June Knight, Helen Jepson, Ramona and Ford Bond. mieres that week were Dorothy Lamour, "Atlantic Family" (Frank Parker, Red Nichols, Everett Sloane, Rosemary DeCamp, Rita Allyn. Jack McBride); Grace Moore for Vick Chemical; Kraft Music Hall with Paul Whiteman, Mischa Levitzki, Michael Bartlett, Bobby Burns, June Knight, Helen Jepson, Ramona and Ford Bond.

WOR took over NBC's lease of White Tie and Tails," "Little Gypthe studio atop the New Amster dam Theatre at West 426 St. New York.

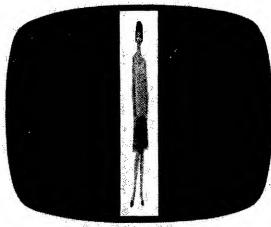
AFM president James C. Petril-

lo was seeking a uniform scale for musicians over N. Y. and Chicago Britain Wondering Why Femme Viewing Outdistancing Males

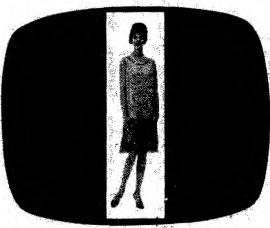
London, Sept. 20.
Why aren't men in the U.K. looking-i to commercial tv as much as they were? That's one of the questions raised by the Granada Viewership Survey No. 3, for Jan-March, 1960, which shows a 6% drop in viewing by men. Recording that women out-look the other sex by half an hour every day (16 hours 24 mins. a week against 12 hours 48 mins.); the repert declares: "It is not at all surprising that women should view more than men, because they are other sex by half an hour every day (16 hours 24 mins, a week against 12 hours 48 mins.); the report declares: "It is not at all surprising that women should view more than men, because they are available to view for longer periods than their menfolk. What is surprising, however, is that there has been this sharp shift in the last year. The reasons must remain an open question."

The survey, prepared for Gran
The survey, prepared for Gran
The survey, prepared for Gran-





WON'T STRETCH



ALWAYS STAYS THE SAME

# In TV too... Film does the "impossible!"

Like to show something that doesn't happen—really can't happen? Want to show the "No!"—thus emphasize. the "Yes!"? Chemstrand Nylon did it brilliantly . . . visually squeezed a whole selling sequence into a few

Adaptable! . . . That's the way it is with film!

Film, and film alone, does three things for you; (1) gives animationcrisp, exciting; (2) provides the optical effects you've always required for high-polish commercials; (3) assures you the coverage and penetration which market saturation requires.

For more information, write Motion Picture Film Department EASTMAN KODAK COMPANY Rochester 4, N.Y.

> East Coast Division 342 Madison Avenu New York 17, N.Y.

**Midwest Division** 130 East Randolph Drive Chicago 1, III

West Coast Division 6706 Sente Monice Blvd. Hollywood 38, Calif.

or W. J. German, Inc. Agents for the sale and distribution Eastman Professional Motion Picture Fil fort Lee, N.J., Chicago, Ill., Hollywood,

ADVERTISER:

The Chemstrand Corp. ADVERTISING AGENCY: Doyle Dane Bernbach, Inc. PRODUCER:

Transfilm-Caravel, Inc.



## MANY THANKS TO SO MANY\* FOR A

**RADIO-TELEVISION** 

# LONG LONG LONG RUN

Dec. 27, 1947-Sept. 24, 1960 2.343 Shows



and Sponsors Like:

Polaroid Mason Candles Mars Inc. Keilogg Co. Campbell Soup Co. Weick Grape Juice Co. Minute Maid AMSCO Toys Standard Be Continental Baking International Shoe French's Birdseed Ludon's luc. Bauer & Black Ovaltine Nabisco Cereais

## Inside Stuff—Radio-TV

Radio and radio-phonograph manufacture in the U. S. hit a new high for the decade last year with factory shipments of more than 16,000,000 units valued at almost \$424,000,000. The U. S. Commerce Dept. estimated continued growth with the 1960 total surging to about 17,000,090 units worth \$480,000,000.

Dept. attributed the growth to increased sales of FM radios, auto receivers—including the newly-introduced FM auto sets—and table model transistor radios.

Factory shipments have still a long way to go before the peak year 1947—when 20,000,000 units worth \$650,000,000 were chalked up matched.

is matched.

Imports of radios, according to the Dept., reached a record high in 1959—more than 5.800,000 valued at nearly \$70,000,000, comprising about 14% of U. S. consumption. Japanese shipments made up the greatest part of the total with 5.500,000 units worth \$55,000,000. West Germany was next with 265,000 units valued at \$13,500,000. Two-thirds of the West German total were made up of radio-phonographs.

Meanwhile, U. S. exports of radio receivers continued to decline, a trend beginning in 1950. Some 289,000 U. S. sets, worth \$7,700,000, were shipped abroad last year.

J. Leonard Reinsch, executive director of the Cox newspaper and broadcasting chain and top radio-tv consultant to the Democratic National Committee, has rewritten his manual, "Radio Station Management." Rewrite was done to encompass the changes of the last decade in local radio.

Elmo I. Ellish, programming production manager of WSB, Atlanta, coauthored the revision, to be published Sept. 28 by Harper.

Editorializing Committee of the National Assn. of Broadcasters has kayed four projects designed to spur broadcasters to editorialize. The committee decided to make a compilation of specific instances lowing what individual stations are accomplishing by editorializing.

Other projects:

Updating and revision of the NAB booklet, "Editorializing on the Air," to include the latest trends in the practice.

A policy of frequent mailing of selected case histories of editorializing to NAB members.

Dissemination of a list of problems encountered since editorializing

WDIA. Memphis, Negro-programmed full time indie here, has agreed to pay the cost of a laundry storage building for the Goodwill Homes for Negro children, cost of which is \$7,000. This is in addition to the 40G's WDIA contributed to the Negro orphamage home last year. WDIA has steadily moved ahead in fostering Negro civic and charitable projects. The station provides \$5,000 annually for Negro scholarships, promotes and outfits about 2,000 youngsters for Negro Little League competition and makes awards as well as sending Negro athletes on sport trips. Bert Ferguson, station director, heads the Goodwill Homes which also promotes the annual Goodwill Revue. John Parsons, w.k. Memphis banker, is prexy of the building program.

Toledo's educational television station WGTE-TV, first planned in 1952, will begin programming in a 10-mile radius of Toledo on Oct. 10, with the many delays due to financial and technical problems. It will operate initially from 2 to 4 p.m. Monday through Friday, on UHF Channel 30. Though few homes have sets equipped for this reception, many classrooms in the area will make use of the programs.

Studios are in the U of Toledo administration building, and the station will be operated by the school's students, enrolled in a class on television station techniques. Harry Lamb is director of radio and ty for the Toledo Board of Education. The broadcasts are sponsored by the Greater Toledo Educational Television Foundation, which also includes many area schools outside of the city.

Classes in North Carolina's unique in school television experiment egan last week, marking the fourth year the program has been in began last operation.

operation.

Four courses are telecast this year into the classrooms and homes of North Carolina high school students. Subjects offered are American history, ninth-grade physical science, world history, and eighth-grade mathematics.

The instructional work is televised through the facilities of WCUNCTV the Consollated University of North Carolina's educational television channel, from its N. C. State College studios. Instruction is picked up simultaneously by commercial stations WSJS-TV in Winston-Salem; WSOC-TV, Charlotte: WBTV, Charlotte; WECT, Wilmington; WNCT, Greenville; and WITN, Washington.

A new campaign booklet relating biographical facts on Mrs. Lyndon B. Johnson, wife of the Democratic Vice Presidential candidate, notes, among other things, her radio-television business interests and observes she is "one of the few wives of public officials who must also meet a payroll each week."

It quotes her on this broadcasting view: "Because of the peculiar nature of the radio and tv industry. I believe it has a public service status, and no operation can be profitable or successful unless the operator keeps that point in mind."

President Eisenhower will pay tribute to broadcasters of North and South America for their defense of human rights and liberties on Continental Broadcasting Day, Oct. 4.

Clair R. McCollough, chairman of the Policy Committee of National Assn. of Broadcasters, said the President's remarks "should make every broadcaster proud of his perfession and quite properly desirous of disseminating this message in his own words."

NAB will handle distribution of tapes of the President's statement which will be made available for airing on Oct. 4. The Canadian Assn. of Broadcasters will handle Canadian distribution, while the Inter-American Assn. of Broadcasters will distribute the tapes in South America.

Television Bureau of Advertising is issuing a booklet to station members called "How to Create the TV ID." Idea is to hypo local time purchases among newcomer advertisers.

In coming weeks, TvB will issue other presentations called "Weekend Daytime Television" and "The Farm Market."

First book, however, suggests how a 10-second spot is made, what it contains and how it's to be used. TvB says it's designed for customers on local video who have limited budgets or, maybe, who need more frequency for the buck they now spend.

Alex Dreier, longtime NBC newscaster based in Chi, has been elected, prexy of the Chicago chapter of Academy of Television Arts & Sciences, succeeding Irv Kupcinet who organized the chapter and served two terms. Kupcinet, Frank Aflass, and Ned Williams (exec secretary of othe chapter) have been renamed to the ATAS national board of trustees, and Kup will continue to serve as a national veepee.

New first veep of the local chapter is Jack Brickhouse, WGN sports, each of the local chapter is Jack Brickhouse, WGN sports equipment manufacturer, and formetly was on the Wichita Eagle midwest sales; and treasurer, talent agent Jack Russell. Alex Dreier, longtime NBC newscaster based in Chi, has been elected

For the Eskimos

Toronto, Sept. 20. First radio station in North-Canada to broadcast regularly in the Eskimo and Indian larguages, CHAK, Inuvik, Northwest Territories, will go on the air Nov. 19, according to Canadian Broadcasting

Corp.
Located at the mouth of the Mackenzie River, 1,200 miles north of Edmonton, it will be the northermost radio station in North America and the first time the CBC has operated in-side the Arctic Circle. At least one announcer will be Eskimo.

#### **BBC Lowers the Boom** On Big Ben: Only One Stroke On the Hour London, Sept. 20.

The BBC has well and truly up-

set the Big Ben Council, formed during the 1940 Nazi blitz on ouring the 1940 Nazi blitz on Britain, by deciding that the full count of chimes by the World-famous bell at the clocktower of the House of Commons shall not be broadcast in its new main news bulletins. As of Sunday (18) the longstanding "Nine O'Clock News" was discontinued and a 10 p.m. bulletin substituted.

Secretary of the Big Ben Council, Miss P. Pickett, declared:
"Big Ben is so much loved by so many people, it seems quite wrong to interfere with tradition. It's nonsense. They do get up to some rot at the BBC."

rot at the BBC."

BBC's view is that as the first stroke of the bell truly represents the hour, it's a commonsense move to fade the following chimes.

Sunday's switch to the new 10 p.m. bulletin, incidentially, ended a sequence of 7,692 broadcasts of the nine o'clock news.

#### NEA's 'Back to School' Tapes Gets Wide Play

Some 900 AM stations have re quested tapes of the National Edu-cation Assn.'s 15-minute "back-toschool" special titled "Parents Ask

school" special titled "Parents Ask About School. The q. & aone-shot is timed to school returnees and serves as the kickoff for the NEA's fall campaign.

Other elements of NEA's radioty plans are a series of 13 halfhours produced especially for the Assn., for spot distribution to stations, "The School Story," and a 
special spot announcement campaign for American Education 
Week Nov. 6-12. "School Story" 
has been an NEA series in the 
past, but consisting of pickup documentaries rather than specially 
produced ones. produced ones.

Education Week campaign will

Education Week campaign will feature spots urging public cooperation by Donna Reed (ABC), Jay ("Dennis the Menace") North (CBS) and Shirley Temple (NBC). They're one-minute blurbs with 20-second cutoffs, to be used either way. NEA has also set a television committee to push Education Week, chaired by Miss Reed. Spot names were set by Fritz Jacobi, who handles the NEA New York publicity office.

#### NAB Taps Elder

NAB Taps Elder

Washington, Sept. 20.
Omar F. Elder Jr., veepee and general counes! of ABC-TV, has been named chairman of the Copyright Committee of National Assn. of Broadcasters.

Appointed to serve with him were: Thomas P. Bashaw, KFH, Wichita: Charles A. Batson, WIS-Television, Columbia, S.C.; Robert M. Booth, Jr. WSAL, Longansport, Ind.; Ian A. Elliot, KaTL, Miles City, Mont; Robert V. Evans, CBS-TV, New York; Leonard H. Higgins, KTNT-TV, Tacoma, Wash.
Also, Philip G. Lasky, veepee, Westinghouse Broadcasting, San Francisco; Douglas L. Manship, WBRZ, Baton Rouge; Harry R. Olsson, Jr., NBC, New York; Gunnar O. Wiig, WROC-TV, Rochester, N.Y.; and John Pattison Williams, Air Trails Network, Dayton, Ohio.

Kansas City — Station KMBC-

#### **UNKNOWN COMIC GETS** TOP 'PALLADIUM' BERTH

London, Sept. 20. Don Arrol, a virtually unknown Scottish seaside show comedian, took over the emceeing of "Sunday Night at the Palladium" on Sunday Night at the Palladium" on Sunday (18). The job also involves conducting the "Beat the Clock" spot. It is a chore that could rocket Arrol to stardom as it did his predecessor Brue Forsyth, who introduced Arrol to viewers in the program Sunday (11). Forsyth was also discovered in a summer pier show.

Tommy Trinder was the first man in charge of the program and For-

in charge of the program, and For-syth had to give up the assignment on health grounds. Arrol has been given a four-weeks contract in which he can make good.

# FASTEST SELLING SERIES I SYNDICATIO TODAY



Buyers who know the best are snapping it up... Pacific Gas & Electric Co. (through Batten, Barton, Durstine & Osborn) signed the series for San Francisco, Bakersfield, Chico-Redding, San Luis Obispo, Salinas-Monterey, Eureka and Fresno . . . astute station groups like Triangle bought for all of their markets including Philadelphia, New Haven-Hartford, Altoona-Johnstown, etc., and Crosley Broadcasting for Cincinnati, Columbus and Atlanta . and the list of available markets shrinks every day!

Wire today to secure the "best" series-BEST OF THE POST-for your market!



INDEPENDENT TELEVISION CORPORATION

488 Madison Avenue . N. Y. 22 . PL 5-2100

#### **PARIS ANYONE?**

Adieu, Madison Avenue. Multilingual agency exec with exceptional TV, Radio and Production credits taking up residence in Paris for personal reasons desires commission as European Rep for Talent Scouting, Location Spotting, Commercial Production, etc. LÉE P. STRAHORN 301 Eart 66th St. YUkon 8-0568 New York City

### Italo TV Opens A Gotham Branch

governmental broadcast operation of Italy, is opening permanent North American offices in N. Y. C. Officially, the new setup, under RAI-TV executive v.p. Georgio Padovano, will "emphasize" the exchange of ideas on an "educational, cultural" and informational program level between RAI and American tv'ers. But the feeling is that the new offices will, in the long run, serve another purpose—that of establishing liaison with commercial operations in this country, in anticipation of the opening of RAI's second tv channel in 1961. This week RAI prexy Marcello Rodino and the company's general manager Rodolfo Arala will fly into N. Y. to oversee the opening ceremonies that are to take place the next day. of Italy, is opening permanent

Mineral Wells, Tex.—The Texas Associated Press Broadcasters Associated Press Broadcasters Associated Roy Eaton of KXOL, Fort Worth, prez of the group at a meeting held here. Eaton and three others were nominated from the floor. They were Duncan Ellison of KDUB. Lubbock; Al Crouch of KNUZ, Houston, and Harry Van Slycke of KWEL, Midland.

### **KOAT GOES LIVE** FOR ABC DAYTIMERS

Albuquerque, Sept. 20.

KOAT-TV, channel 7 in Albuquerque, is skedded to become a live ABC daytime affiliate on Oct.

3. Max Sklower, station manager, said that contracts have been signed with the network to commence live daytime programming on a day-indate basis, instead of a one-week delay.

delay.

The other two networks already have live daytime programming in Albuquerque. They are KOB-TV, NBC affiliate, and KGGM-TV, the CBS outlet.

### Galbreath Into WMNI

Columbus, Sept. 20.

John W. Galbreath, Columbus, widely-known realestate operator, and son, Daniel, have acquired 46% of the stock in WMNI, Columbus. The senior Galbreath is president of the Pittsburgh Pirates baseball club.

Station is owned.

### 'Child' Sales

Your Child and You," a tran-scribed radio skein packaged by Alan Sands, has been sold in a number of domestic and Canadian markets. It's a series of one-minute features slanted for the

features slanted for the young mother.

Sales were made in Des Moines, Wilkes-Barre, Pa.; Enid, Okla; Johnson City, Tenn.; and in six Canadian cities. Stanza previously canadian cities. Stanza previously ran on Mutual as a cross-the-board five minute series. Distributing the child care show is Harry S. Good-man.

### **BBC-TV Pushes** Original Dramas

### No. Ga. Moppets Getting Education Via WGTV, New University VHF'er

APPLEBAUM JOINS CBC **AS MUSIC CONSULTANT** 

Toronto, Sept. 20. Director of the annual Music Festival at Stratford, Ontario, restival at Stratford, Ontario, where he composed many of the incidental scores for the Shake-spearean productions during the past eight years. Louis Applebaum has resigned to become music consultant to the Canadian Broadcasting Corp. Applebaum will work with Geoffrey Waddington, director of music for the CBC.

and son; Daniel, have acquired 46% of the stock in WMNI, Columbus. The senior Galbreath is presiduated to the Pittsburgh Pirates baseball club.

Station is owned by North American Broadcasting Co. and William R. Minch, who will continue as board president and general manager. New board of directors include John Osborne, Columbus attorney and FCC chair, and man until 1957; Frank Smith, of John W. Galbreath Co.; Leon A. Jack Pullman and Rex Tucker, and John W. Galbreath Co.; Leon A. Jack Pullman and Rex Tucker, and John L. Davis, of Case & West number of plays involved is 20.

London, Sept. 20.

This season, Applebaum composed the music for 'Romeo and Juliet' and conducted the National Festival Orchestra for Tyrone Guthrie's production of "H.M.S. Pinafore." Earlier he studied music at the U. of Toronto and later in New York with Roy. Harris and Bernard Wagenaer; returned to Canada as music director of the National Film Board and. in 1945, went to Hollywood where he scored a number of films for leading to go the music for 'Romeo and Juliet' and conducted the National Festival Orchestra for Tyrone Guthrie's production of "H.M.S. Pinafore." Earlier he studied music at the U. of Toronto and later in New York with Roy. Harris and Bernard Wagenaer; returned to Canada as music director of the National Film Board and. in 1945, went to Hollywood where he scored a number of films for leading to go the music for 'Romeo and Juliet' and conducted the National Festival Orchestra for Tyrone Guthrie's production of "H.M.S. Pinafore." Earlier he studied music at the U. of Toronto and later in New York with Roy. Harris and Bernard Wagenaer; returned to Canada as music director of the National Film Board and. in 1945, went to Hollywood where he scored a number of films for leading the post for the CBC.

Athens, Sept. 20. Starting last week many stu-

dents of the northern portion of Georgia were watching television in their classrooms.

It was on that date that State
Department of Education's educational tv program got under way,
offering instructions in foreign
languages, science, music and
mathematics.

mathematics.

Telecasts will be beamed to school children throughout most of northern half of state from U. of Georgia's station WGTV, operating on Channel 8. a groove surrendered by Atlanta's WSB-TV after it took

on Chainte's WSB-TV after it took over Channel 2.

Non-commercial university mill has been on the air since May 23 offering programs aimed principally at adults from 6 p.m. to 10 p.m. Monday through Friday. School-room program will be presented from 9:15 to 10:15 a,m.

Gerald Appy, former program director for Atlanta's WLW-A, Crostley owned mouthpiece, is WGTV's managing director.

State School Supt. Claude Purcell appeared on a dedicatory program preceding first educational telecast.

### Our Altruism Backfired

Now that the smoke of the political conventions in Los Angeles and Chicago has cleared away—and our local television reporting crews have returned to their home bases—we wish to

report a statistic:
Our stations were 100% successful in selling coverage of both conventins in every Corinthian market.

We fielded a 14-man team—complementing CBS's superb national coverage-to achieve local and regional coverage, to tell an intensive story of our respective state delegations, and to view national events with local eyes. We did this with our eyes open, hardly daring to hope for extensive sponsorship, fully prepared to under-write the expense in the interest of service. The fact that we didn't have to is a tribute to the enlightened local, regional and national sponsors who saw the prestige—and commercial—value of our local coverage.

Among the comments:

"Countless compliments attest that convention programs gave us a prestige vehicle for primarily institutional messages, We feel that other advertisers throughout the country should watch this sort of thing carefully and evaluate its possible future value to themselves."
—Texas National Bank (Agency: Goodwin-Dannenbaum) on KHOU-TV, Houston.

"Purchase of both conventions gave complete satura-tion of our market ... KOTV spending lot of money and effort bringing local angle to our public. Excellent opportunity for advertising."
—Safeway Stores (Agency: Perry Ward Asso-ciates), co-sponsor with Conoco Gasoline (Ben-ton & Bowles), on KOTV, Tulsa.

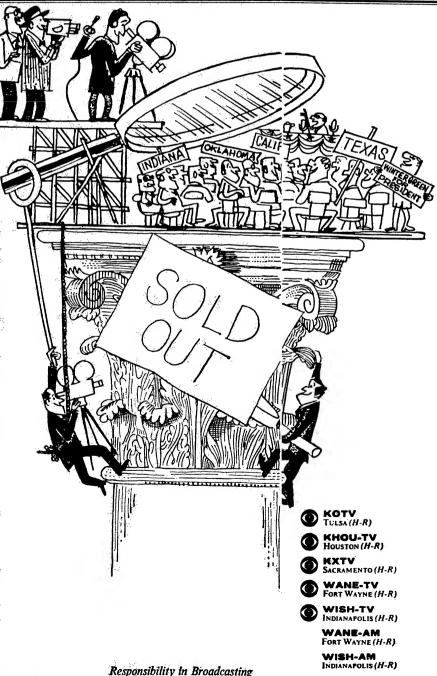
"Corintian's convention coverage gave us saturation with dominance, intense audience interest—and lots of family audience per dollar."

—Bonsib, Inc., agency for meat packer Peter Eckrich & Son, on WANE-TV, Ft. Wayne.

"Through KXTV's locally oriented convention coverage with Shell's regular newscaster. Hank Thornley, people of Sacramento area will continue to associate Shell with important news presentation. This is an ideal combination of audience service and commercial import."

-Shell Oil Co. (J. Walter Thompson, San Francisco) on KXTV, Sacramento.

It is heartening to prove that good public affairs programming is also good business. Each Corinthian station will continue to explore opportunities to bring such programming to the attention of sponsors who recognize that service and commercial effectiveness go hand in hand.



**BATETEEDS** 

stations

### **Option Time Shaky Survival**

straidle shows).

3. More flexibility in the period required for advance notice before a network may exercise its option. The present rule permits preemption on eight weeks notice. The new rule calls for from four to I weeks and would permit a station to fulfill a normal minimum contract 13 we ks) for a non-network program then being aired or slated to be broade ast within four weeks. At the same time, a network could At the same time, a network could exercise its option in less time (four weeks) when a station does not have a firm contract for a nonnetwork offering.

network offering.

4. Stations will now have the right to reject network programs already contracted for if the station considers, them unsatisfactory or unsuitable. The old rule allows agreements whereby networks can preclude a station from rejecting programs already contracted for even though the station believes they are unsatisfactory.

5. Stations are given the right to substitute for network programs of "greater national or local importance." The present rule allows such substitution for programs deemed of "outstanding" local or national significance.

Matter for Courts

#### Matter for Courts

On the issue of whether option the should be allowed to exist at all, the Commission majority declared it was "loathe to strike down a practice of such long-standing in the broadcast industry" in the absence of any court ideals of the court ideal ing in the broadcast industry" in the absence of any court decision on its validity. It stressed that its views were not intended to be a determination of the legality of the practice, and its action in no way should thwart a future court decision. These assertions by FCC merely follow the precedent set in the U.S. Supreme Court's decision in the Philadelphia-NBC case in March, 1959. FCC approval of a broadcast action, the high court held, does not preclude the Justice Dept, from moving in with an antitrust suit. trust suit.

Commission said it recog-The Commission said it recognized that "certain adverse effects" to network operation might result from the new rules. But, it added that it was convinced the changes considered individually or cumulatively, will not pose any serious threat to continued successful network operation and will make a significant affirmative contribution to the affiliates' freedom of program selection and the competitude of the contribution of the selection and the competitude of the c gram selection and the competi-

### PENTHOUSE: HOTEL WESTOVER

253 W. 72, N. Y. C.

4 large rooms on 24th floor with exceptionally large private ter-race and fully equipped kitchen. This striking suite is ideal for club, frate:nal organization, theatrical offices, dance studi , hotography studio, etc.

\$400 per Month Brokers Protected

**NEW YORK** 

For Further Details Contact

rules are silent on the score of tive opportunities available to non-straddle shows!

tive opportunities available to nonnetwork in the television field."
In their comments filed during
the rule-making. NBC and CBS
estimated that failure to sell onehalf hour during prime evening
time would cost and them about
\$9,200,000 a year. CBS added that,
it would cost an equal amount if it
lost sponsors for two half-hour
daytime periods each day for a
year. ABC estimated a \$4,500,000
loss if it couldn't sell one-half hour
each evening for a year. If it were
unable to sell all of the half-hour
time periods involved, ABC added,
it would more than wipe out its
profit margin.

profit margin.

The Commission majority, in reply to the plaints of the networks, said, however, that the reduction in option the at least works, said, mower, that the reduction in option the at-least could "in no way be equated with its total elimination." After all, it pointed out, the networks will hold on to five-sixths of the option time previously available.

#### Radio Not Affected

Radio Not Affected

The rule-making did not relate to radio. Of this decision, the Commission said the time was not ripe for changing the chain broadcasting rules for radio. It explained. "It is evident that in the past few years significant changes have occurred in radio, and that conditions and practices in radio are not now similar to those prevailing in television." Network relationships in radio, however, will be kept under study and rule-making will be launched if deemed in the public interest, FCC said.

Commissioner Hyde, in his disent in which Ford and Bartley joined, declared that the majority's finding that option time is "reasonably necessary to successful network operations and in the public interest," was not justified. He added:
"We do not believe that net-

interest" was not justified. He added:
"We do not believe that networks and affiliates operating as: they do in a relationship of interdependence and mutual advantage cannot and do not maintain this relationship without the use of option-time arrangements. In most instances, network affiliation is eagerly sought by stations as essential to successful station operation; and networks as a matter of definition cannot exist without station quiets." tion outlets.

tion quitets.

The dissenters also were dublous about the legal theories advanced by the majority. Citing the majority statement that the action provided no exemption from antitrust prosecution. Hyde said: "This representation of the property of the company of the property of the prope seems to us leaves the Commission and industry relying upon Federal Communications Commission regu-lations in apparent conflict with antitrust laws without even an ar-

24th floor with perivate termine to support an exemption."

Further Regulation
The dissenting statement further asserted its disagreement with the rolicy determination" inherent in the report. It explained:
We believe that the fundamental concepts of competition which the antitrust laws are designed to foster. Or whether it should be sub
LICAL SLOSE TV

London, Sept. 20.
The Granada Group has become a 20% stockholder in Multisignals Lid. closed-ty companiv. It's the soond time recently Granada has shown its interest in relay video:
June, Granada TV Network formed its own Granada Relay Services with a \$280,000 capital.

Multisignals now has two commercial tv webs among its stockholders, other one being Anglia Television.

With "RESCUE 8". Ratings Are Big!

3-Station 24.5 . . . 5-Station 25.3 . . . LOS ANGELES 18.5

SCREEN GEMS, INC. TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP. 711 Fifth Avenue, New York 22 PL 1-4432 CHICAGO HOUSTON HOLLYWOOD

jected to a system of increasing jected to a system of increasing governmental regulation which the majority seems to favor. When The Commission undertakes to sanction the protection of networking because it considers protection provided by option time reasonably necessary, it must inevitably find it more and more deeply involved in regulating the terms and conditions under which stations make their program choices. The type of regulation stations make their program choices. The type of regulation approved points to still more regu-lation."

Genesis of the option time Issue (in recent times) was the Barrow report of 1957 which, among other sweeping changes, urged abolitiof the practice. In 1958, the Justice Dept. told FCC option time was illegal on its face. FCC. by the same four-to-three margin by which the new rules were adopted, some nine months later voted that option time was "reasonably necessary" for network operations. As in the latest action. Bartley. Ford and Hyde dissented. Chairman John C. Doerfer voted for option time, as did his replacement, King, in the new order. Genesis of the option time Issue

### Cowles' Mpls. Dailies (WCCO Owners) in Tieup With KTCA-TV on Educ'n

Minneapolis, Sept. 20.
The Cowles' owned Minneapolis
Star and Tribune newspapers, one
of the principal owners of WCCO
tv and radio (CBS affiliate), are
tying up with the U of Minnesota
for the weekly presentation of a
world affairs analysis program
over local education station KTCA-TV.

Program is in conjunction with an evening Star world affairs sec-tion and returns to the air Morn-ing Tribune columnist George Grim who long was a stellar news analyst and newscaster on both analyst and newscaster on both WCCO-TV and KSTP-TV (NBC

After many years with WCCO-TV Grim went to KSTP-TV, but later returned to the former. He recently quit broadcasting to de-vote himself entirely to Tribune assignments here and abroad.

Unrehearsed and without script benefit, the new KTCA-TV pro-gram consists of Grim interviews with local authorities in various

The half-hour show runs Mon-day nights with a tape of the sound, repeated Wednesday afternoons on KUOM, U. of Minnesola radio sta-tion. Visual references are de-lated from the radio pickup. Future sessions, among other mat-ters, will deal with Russi and Red China.

### Granada's Closed-TV

Source: ARR. 1960

### **Telefilm 'Doctors'**

= Continued from page 33 =

fessional stature and ability to come up with the right answers most of the time, both parties could reasonably be assured of som sort of solution to the problem without fear that he's playing "angle" on behalf of the one

or the other side.

or the other size.

"There's one other area where
the "show doctor" could serve a'
valuable function, and that's in
eradicating some of the "play-itsafeism" that's so prevalent today.
Most of the mediocrity in programming stems from the buyer.

and where avaluable function, and that's in eradicating some of the "play-it-safeism" that's so prevalent today. Most of the mediocrity in programming stems from the buyer and the seller) taking the position that why should he go out on a limb with something risky, when if it's a hit, the credit (and the solic) loose to the packager or star, while if it's a flop, the decisi maker takes if on the chin.

At least in such cases where surgery is required, the agency gent or the production boss can cop a plea by pointing to the "expert" and saying, "It was his idean not mine." If the expert has enough stature, that's enough to take everyone else off the hook. If a show needs fixing and the only way to do it is to go out on a limb, perhaps more execs would be willing to take that chance if they can disclaim the responsibility. A few cases like that would make the idea worthwhile.

### Philly Ch. 12

Continued from page 33 =

pressing the fight for WHYY, Gov. Caleb J. Boggs, of Delaware, the Larkins wasn't merely running the U. of Delaware and the Wilmington Board of Education have also canteen, she was trying to organrefused to support the drive for ize the factory as well.
the educational channel.

Perhaps this opener

### Susskind Vs. Kup

= Continued from page 26

head-on most of the morning, "Open End" will begin promptly at midnight while "At Random" waits for the WBBM-TV feature film to end. If that's an advantage then it's equalized in the fact that Susskind's lead-in is a wrestling show, while the feature that runs interference for Kin is the sta-

show, while the feature that runs interference for Kup is the station's premium picture of the week. With "At Random." Kup has proved the past two years that there's a large audience available after midnight on Saturdays. The ratings for the first hour have gone up as high as 24. Show has been knocking off all competition to date, WNBQ's two hour wrestling show, WBKB's "Playboy's Penthouse," and WGN-TV's feature films. With "Open End," WBKB means to fight fire with fire.

Warren P. (Bud) Williamson was waren F. toluly windmassis waren F. toluly windmassis was named assistant general manager at WKBN Radio & Television in Youngstown, O. Richard G. Newcomer becomes p.r. director for the sister stations in Youngstown, and Jack Hartley becomes the first calles promotion measures the sister. sales promotion manager the sta-tions have had

### Brian Rix's Record **Pact With BBC-TV**

Brian Rix has signed a three and a half year contract with the BBC which he told VARIETY, "is worth five figures annually. It is also the longest contract over negotiated by the BBC. The contract, which

self, thus leaving dad to run the house. This led to more or less predictable misfortunes, and ended with the boss coming to plead with the striker to take his job back, because the dictatorial Ada Larkins wasn't merely running the

ton Board of Education have also canteen, sne was trying to organizerused to support the drive for it the educational channel.

Attitude of the Delawareans is below par, with too much knock-expected to affect FCC decision, about taking the place of too little but WHYY contingent will have support of a number of backers from the state, notably Rep. Harris B. McDowell (D), who will seek to convince agency of its "obligation er son-in-law (Ronan O'Casey), to act in the public interest."

According to Richard Burdick, general manager of WHYY, the action marks the first time and educational station has fought with commercial interests for the right to a VHF station. "We will learn how seriously the FCC has taken the recent criticisms of commercial television. This could be an important factor, but in any case we will give them a battle," Burdick declared.

The factor as well the factory as well.

Perhaps this opener was little below par, with too much knockenter he factory as well.

Perhaps this opener was little below par, with too much knockenter he factory as well.

Perhaps this opener was little below par, with too much knockenter he factory as well.

Perhaps this opener was little below par, with too much knockenter her factory as well.

Perhaps this opener was little below par, with too much knockenter her factory as well as played to below par, with too much knockenter her factory as well.

Perhaps this opener was little below par, with too much knockenter her factory as well.

Perhaps this opener was little below par, with too much knockenter her par, with too much knockenter to too much knockenter her par, with too much knockenter her par, with too much knockenter her par, with too much knockenter for conting the place of too life.

Perhaps this opener was little the par, w

### YONKERS Bronxville Vici ity

Magnificent 8 yr. old brick and flaid stone custom built corner house, 1 3 acre beautifully landscaped plot. Co hall, oversized living room, fireining room, 3 maste bedrooms; mald's room. 3 master bedrooms; mald's room. 3 Hollywood baths, oak paneled library and TV room. Knotly pins playroom and bar. Two-car garage with automatic doors, many other exceptional features. Original: cost—576,900. Will sacrifice 559,500. SPencer 9-4839.

#### OFFICES FOR RENT 57 ST., Corner 7th AVE., New York

HEADQUARTERS FOR TALENT Choice, 11 fl., 3 exposures, 1.80 sq. fl., cantral air cond., 5 large pvf ofcs., furnitura svellable; reas. PL 7-6612

Well known European actor, director, casting director and writer wants to assist in felevision, film or theater to get acquainted with the American production, Money sec-ondary, Box V-1231, Variety, 154 W. 46th St., New York 36.

Radio and Television Station Representatives . . .

TORONTO

ATLANTA

NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO • ATLANTA • BOSTON

### TV Wears Diplomatic Hat

gandize, one NBC source in Wash- after the news was released, has ington was quoted as having said invited Khrushchev to appear that the Commie boss had been effered time on "Meet the Press,"

Wednesday, September 21, 1960

pearances on our facilities."

Though not offering so specific a plan of caution, CBS-TV, in principle and theory, agreed with MBC.
A spokesman for ABC however, thought K, might eventually be offered special program time, "if he has something newsworthy to say." Yet the consensus at ABC was that he wouldn't get anything but the already extensive treatment to be allocated to covering the floor tactics of the Russian and his Communistic conferers at the Genzeral Assembly.

There were some vigorous dissents to network policy. WBAZ, and on outlet in Kingston, 1.V., has declared a complete news black-out on the Russian, theorizing, effect, that the entire K, visit is not news, but publicity. So has William Putnam, president of WWLP and WRLP. Springfield, and also MWOR, Worcester, Mass. This jibes with reader and auditors agreed with MBC.

special q.&a. session, ty ical of the many previous ones accorded VIPs

effered time on "Meet the Press."
but this seemed to be without the approval of network officials in N. Y.

This week NBC resolved it with a four-point plan, not dissimilar in general arrangement to some of the multi-pointed edicts from the UN, for handling the Russian lead.

He ill (1) be treated as a "news story" he will '2) not be offered network facilities for a propaganda platform; nor (3) NBC facilities is uch "Meet the Press") to create news and (4) NBC plans to use "U. S. government and United Nations officials to analyze and what they what the pearances on our facilities."

Though not offering so specific Playing it by the press group. Even after the State Dept. move, the OPC board of directors voted in favor of a K. news conference, if the Russian premier and the club could work out a mutually acceptable date. Newsweek's John Luter, the OPC offered the character of the cuttor of the Russian premier and the club could work out a mutually acceptable date, news conference, if the Russian premier and the club could work out a mutually acceptable date, he was week's John Luter, the OPC ofference, if the Russian premier and the club could work out a mutually acceptable date, he was week's John Luter, the OPC ofference, if the Russian premier and the club could work out a mutually acceptable date, he was week's John Luter, the OPC ofference, if the Russian premier and the club could work out a mutually acceptable date, he was week's John Luter, the OPC ofference, if the Russian premier and the club could work out a mutually acceptable date, he was week's John Luter, the OPC ofference, if the Russian premier and the club could work out a mutually acceptable date, he was week's John Luter, the OPC ofference, if the Russian premier and the club could work out a mutually acceptable date, he was week's John Luter, the OPC ofference, if the Russian premier and the club could work out a mutually acceptable date, he was a premier and the club acceptable date, he was a premier and the club acceptable date, he accepta

One network observer had this to say: "Since the whole damned trip is supposed to be propaganda, it's going to be hard to decide which is big propaganda and which This libes with reader and audi it's going to be hard. to, decide ence requests to all news media for such a blackout. On the other hand, its little propaganda and which the highly influential Overseas, advance, I guess we'll cover only Press Club, despite a bomb scare big propaganda."

### WBAP's All-Tint Sked

Fort Worth, Sept. 20. One of the most colorful events in the history of WBAP-TV oc-cured on Monday (19).

On that date all local live programs were presented in color by the Ft. Worth-Dallas outlet—right down to the five minute news and weather inserts on the "Dave Garroway Today Show."

roway Today Show."

The new tint spread will boost the NBC affiliate's weekly color programming to approximately 42 hours, not including network specials.

Local shows getting the color treatment include: "High Noon News," "Sports with Mullarkey," "News Final," "The Abe Martin Show," "Televiews" and "Christian Questions." Under the new schedule, a daily awerage of nearly three hours of local programs will original to the Normal Show. hours of local programs will origi

### Tyne Tees TV's 130% Dividend

With a profit of \$2,789,000—over 10 times that chalked up in the preceding 14 months—the commercial tw web Tyne Tees Television Ltd. is paying out a final dividend of 130% making 250% for the year. Outfit is one of the smaller operating here, serving the northeast of England, with impresarios George and Alfred Black and film producer Sydney Box mong its bosses and stockholders. Present Tyne Tees TV capital is \$163,520 in 292,000 shares of 56c apiece. An adjustment is expected before the end of the year with a subsequent public issue.

### Pumarejo's WHOM'er

Gaspar Pumarejo will keep his tv job at WAPA-TV, San Juan, but the Spanish-speaking performer will also ship radio tapes to WHOM, N.Y., to be used Mondays through Saturdays on the foreign language indie.

### **World Wide B'casting Snares New Sponsors for Latino Beaming**

### **FAA Wants Jurisdiction** Over B'cast Antennas

Washington, Sept. 20.
Federal Aviation Agency

has proposed new regulations through which it would assume jurisdiction over broadcasting antennas to determine whether they constitute hazards to air traffic.

The proposal would set up criteria governing the heights and locations of all tall structures and, among other things, would provide for so-called antenna "farms" or groups of broadcast towers in as yet undesignated sites across the nation.

nation.

FAA said present procedures affecting tall structures as air navigation hazards are based on varying standards and subject to differing governmental policies. Federal Communications Commission, it said, considers antennas only in connection with broadcast licenses.

### DAVE GORDON EXPANDS.

Dave Gordon, who recently headed daytime exploitation for CBS-TV (via the outside Alam (Bud) Brandt p.r. firm), has expanded his own p.r. company and is now in program distributions. program distribution and packaging.

Gordon heads National Consul-

Gordon heads National Consultants, the p.r. division of his operations, and has formed Dave Gordon Enterprises to handle the programming end, which includes distribution of the Oscar Levant taped talkathon, carried in four to markets, including N.Y. via WNTA-TV. Outfit is now preparing half-hour film pilots, "Trouble Spot Middle East" and "Third Man on a Match," based on ghoststories by Marc P. Smith. A third new series, on tape, is a teenage stanza with Nancy Riggs.

Goodyear International joins a growing list of bankrollers for special programs beamed to South America via World Wide Broadcasting System. Tire and rubber firm will sponsor 15-minute summaries of each World Series game over WRUL, key station of the Latin American chain, and affillates in Central America, Mexico and the Caribbean area.

While transfer of World Wide to Metropolitan Broadcasting still awaits FCC approval, the web's stepped-up commercial activity has involved several international branches of U.S. companies.

Over past two weeks broadcasts from the Olympics in Rome were neard on the largest WW hookup yet of more than 100 Latin American stations. Fee-splitting sponsors include International T&T. Outboard Marine International SA, and Firestone Interamerica.

ications Commission, it usiders autennas only in on with broadcast licenses.

GORDON EXPANDS, Town A PACKAGER, icks up the tab on two short weekly features.

While recent sales have been concentrated in the SA market, Pepsi-Cola International has pacted for an experimental series of shows beamed to West Africa.

beamed to West Africa.

Walter S. Lemmon, founder and prexy of the international web, says, "with the high illiteracy rate in Africa and with the national consciousness expressed by the rapid rise of new states, we think radio can do the most effective job of selling. American goods and spreading American democracy throughout an expanding part of the world."

Same time, it's noteworthy that commercial growth of the web in South American market parallels ad gains by several U.S. mags pub-lishing special Latino editions.

Thank you all for your good wishes on the occasion of my 25th Anniversary in Show business.

Bud Collyer

### Jocks, Jukes and Disks

**Best Bets** 

(Atco) ... ... Somebody To Love
Bobby Darin's "Artificial Flowers" (Surbeam\*), one of the key
songs from the upcoming legituner. "Tenderloin," sets a snappy
delivery that gives it a big appeal. "Somebody to Love" (Adaris\*)
has the familiar Darin drive.

(Palette) Mariandl
Hans George's "Melodie Siciliano" (Zodiac') is a stringy instru-mental slice that will go far in all spinning areas, "Mariandl" (Bourne") has a lush instrumental flavor.

BRIAN HYLAND ...... FOUR LITTLE HEELS (Kapp)

That's How Much

Brian Hyland's "Four Little Heels" (Pincus & Sons\*) is another
frisky song from the "Bikini" team due to click on the spinning
circuit. "That's How Much" (Aldon!) has a cute lyric angle.

MANTOVANI ORCH...THEME FROM THE SUNDOWNERS

ballad item that Guy Pastor devotelops into an okay spinning slice. Jackie Randell (Jubilee): "LETTune is from the upcoming TER OF LOVE" (Somet) is sent musical. "Tenderloin." "JUST along familiar pop ballad lines SQUEEZE ME" (Robbins\*) gets a with a "talk" insertion that may fine revival and has a chance to slir up a little teenage femme make the spinning rounds again. "terest. "WILL YOU STILL BE

BORBY DARIN

HANS GEORGE

RARRY MANY ...

another swinger.

Jim Lowe (Decca): "MAN OF CLOTH" (Sequence\*) is a religioso tien built up with an appropriate will help win more recognition for yoush ("SOMEONE ELSES ARMS" (Trinity\*) is a modest ballad with a neat vocal styling.

Ruth Brown (Atlantic: "HONEY BOY" (Lori, Lloyd-Logan & Progressive\*) is a zingy number good off or play. "TAKING CARE OF BUSINESS" (Progressive\*) rocks in an easy way that will appeal to the Ruth Brown fans.

Ivy League Trio (Coral): "I'M that rates pop spinning attention. Lou" (House of Fortunet) is a "IF YOU GO ACROSS THE SEA" fair balad that's harmonized for two pop-folk feel.

"IF YOU GO ACROSS THE SEA", fair balad that's harmonized for (Northern's works up an attractive pop-folk feel.

Guy Pastor (Capitol): "LOVELY (House of For-time) is a pretty could find some friends because ballad item that Guy Pastor de-of June & Joy's vocalizing. Yelops into an okay spinning slice, i Jackie Randell (Jubilee): "LETTune is from the upcoming TER OF LOVE" (Somet) is sent to the property of the pro

ARTIFICIAL FLOWERS

.... MELODIE SICILIANO

WAR PAINT



Oct. 8th-ABC-TV

Lawrence Welk "Special" "Great Dance Bands on Parade" A Tribute to America's Great Bands From 1930-50!

LITTLE GIRLIE" (Selbonn-Stebritat), an infectious rocking num brita†), an infectious rocking num-ber, is delivered with a sharp vocal that'll make a dent in the juke trade. "TWO EMPTY ARMS" (Selbonn-Stebrita†), is a preten-tious ballad.

Red River Dave (Savoy): "THE TRIAL OF FRANCIS POWERS" Medallion") is a sequel to this country singer's click "There's a Star-Spangled Banner Waving Somewhere" re the Francis Gary Powers case. This rewrite of the "Battle. Hymn of the Republic" will appeal to the same audience. "NOBODY'S FUTURE" (Medallion's) is a standard country side lion\* is a standard country

Adam Faith (Cub) "I DID
WHAT YOU TOLD ME" (Robbins\*) has spirited vocal attack that may draw deejay interest. "JOHNNY COMES
MARCHING HOME" (p.d.) moves
at a flavorsome gait that will find
its level as an offbeat programming entry.

Johnny Deerfield (Capitol):
"WON WON WONDERFUL"
(Penrons) gospel-styled
bouncer with a hand-clapping
push that's quite effectiv "BOY
AND GIRL (Penrons) tries to get rfield (Capito WONDERFUL" gospel-styled a hand-clapping dramatic values into an ordi nary ballad but it doesn't work.

The Chaperones (Josie): "SHIN-NG STAR" (Benell<sup>†</sup>) glows with ING STAR" (Benellt) glows with a brisk beat that will pick up teen approval especially around the jukes. "MY SHADOW AND ME" (Bennellt) has a vocal verye that will get the group noticed.

The Letter Start

The Lemon Sisters (Dot):
"FRECKLES" (Harry Von Tilzer)
is a lighthearted title song from a
20th-For pic. 'I WALKED WITH
THE WIND" (Harry Von Tilzer)
is a mild ballad entry from the
same pic that will get an occasional
deriay lich."

William Powell (Gem): "POLITICS" (Farel\*) plays with a topical theme with a hot beat but it! probably pass over the teeners because they're too young to care. "STRAWBERRY BLONDE" (Farel\*) is a rocking adaptation of the waltzing oldie, but it doesn't help much

\*ASCAP. +BMT

### Album Reviews

Nat King Cole: "Wild Is Love" conceived by Ruth Roberts and (Capitol). This is a lavish disk production out of the Capitol factory. It's an offbeat idea, handsomely packaged with attractive Go Down Moses, "Joshus Fit De color photos to complement the slick platter performance. The new tune material supplied by Ray Rasch (music) and Dotty Wayne tune material supplied by Ray Rasch (music) and Dotty Wayne tune in the slick platter performance. The new face of the supplied by Ray Rasch (music) and Dotty Wayne tunes in the supplied by Ray Rasch (music) and Dotty Wayne tunes (Levenst). Some of the top tunes die, who also conducts the orch, put the original musical ideas into sharp focus.

Lew Douglas Orch: "Themes

put the original musical ideas into sharp focus.

Lew Douglas Orch: "Themes From. ." (Carlton). Following the current pop vogue for themes from pix and tv, Lew Douglas has come up with highly commercial package set along the theme music line. His approach is simple and skillful and a surefire pleaser. Included in his theme-bog are the melodies from "The Apartment," "Never On Sunday," "Adventures in Paradise." "Hennessey" and "The Unforgiven" among others.

Four Lads: "Love Affair" (Columbla). The Four Lads are given ample opportunity here to show off their savvy harmon, style. It's all in a romantic mood that's

It's all in a romantic mood that's developed with sound ideas. Frank DeVol's orch backing helps a lot. Some of the songs are "Love is A Many Splendored Thing," "While We're Young" and "A Fellow Needs A Girl."

Needs A Girl."

Maurice Chevalier: "Thank Heaven For Girls, Girls, Girls, Girls, Officent of the Chevalier's bright and brisk way with a pop tune is evident once again in this recently recorded set. He doesn't show his 70-plus years as he frolics through a flock of song items stressing femmes. It's a lighthearted and breezy, and Ray Ellis orch helps it along with some bouncy musical kicks.

Tony Crombie Orch: "The Man From Interpol" (Top Rank): Tony Crombie's score for the ty series. "Th Man From Interpol," has all "Th Man From Interpol," has all the ingredients of meller show music but there's a global touch added that helps give it a well-rounded listening appeal. "The Man From Interpol" does a lot of traveling so the composer has traveling so the composer has been able to develop Hawaiian, Italia Oriental and Eastern themes for varied melodic values. Crombie helms the orch on this sound-tracker from Britain in okay fash-

The Outriggers: "Surrender" (Warner Bros.) Hawaiia's musical mood is romantically conveyed in this package. With steel and rhythm guitars, ukuleles and a Hammond organ leading the way, the Outriggers develop a warmly captivating beat on a flock of melodies associated with the Pacific Islands. Wink Martindale: "The Bible Story—Vol. 1" (Dot). In song and narrative, the stories from the Bible have been given a disk treatment that should make a strong commercial dent in the religiosomarket. Martindale handles it with laste and the songs have been chosen carefully to fit the mood of the Biblical tale. Milt Rogers' orch and chorus supply and appropriate and chorus supply and appropriate musical setting. The rackage was

Battle of Jercho" and the more current "I Believe." Vol. 1 goes from "The Creation" to "The Story of Job."

Robert Merrill-Vivlenne della Chlesa: "Sing Porter & Youmans" Everest). Some of the top tunes out of the songbooks of Cole Porter and Vincent Youmans get a Shuberty approach in the dueting of Robert Merrill and Vivienne della Chiesa. There's a lot of schmaltz-spread over such items as "So In Love." "Orchids In The Moonlight," "Sometimes I'm Happy" and "Through The Years" but there are a lot of disk buyers who go for that sort of taste, Gordon Jenkins handled the orch.

Lester Lanin Orch: "High Society" (Epic). This is the 11th albun in Lester Lanin Groth: "High Society" (Epic). This is the 11th albun in Lester Lanin Groth: "High Society" (Epic). This is the 11th albun in Lester Lanin Groth: "High Society" (Epic). This is the 11th albun in Lester Lanin Groth: "High Society" (Epic). This is the 11th albun in Lester Lanin Groth: "High Society" (Epic). This is the 11th albun in Lester Lanin of there it's presented with a light lilt that's tallormade for terping. Lanin mixes showtunes ("Gypsy." "Sound of Music," (Ec) with a happy beat that makes everything come out well.

Lou Monte: "Haliano U.S.A." (Roulette). Lou Monte's Italiano spirit gives this package an infectious bounce. He takes such American standards as "The Huckle-Buck," "Darktown Strutters Ball' and "The Music Goes Round and Around" and touches 'em up with an Italiano flavor and a breezy vocal fair. Joe Reisman's orch and chorus supports him handily.

Fred Kaz: "Eastern Exposure" (Atlantic). Fred Kaz is effectively spollighted here as a planist and composer. In the latter frame, he's reached into the musical moods of the Near East for his modern jazz interpretations. It's highly original stuff that will win over lots of the cool school buffs. Working with Kaz are Victor Sproles on bass and Roger Wanderscheid on drums.

Dayton Allen: "Why Not!" lectures hold up strongly and are packed with lots of humorous punch.

a good score: His "Why Not!" lec-tures hold up strongly and are packed with lots of humorous

### Small Combo Review

TEDDY WILSON TRIO
Black Hawk, San Francisco
This is the first time that Teddy.
Wilson has ever played in this city
and long time fans of his dating
back to his starring day with
Benny Goodman, turned out in
droves to see him.
The Wilson Trio (Arvell Shaw,
bass: Bert Dahlender, drums) is a
slick, well organized, sprightly and
solidly producing outfit that combines show business with first class
musical performance. While the
trio is at all times solidly in the
jazz groove, at no time do they
move into any area where the ordimary patron cannot follow them.
Melody, swing and beautifully
phrased improvisations are Wilson's forte.
The Trio's renewary consists of

phrased improvements of son's forte.

The Trio's repertory consists of swing era classics from the Benny Goodman days such as "King Porter Stomp," "One O'Clock Jump," through more

ter Stomp," "One O'Clock Jump,"
"Liza" and on up through more
contemporary tunes such as
"Misty." "Round Midnight."
"Shiny Stockings" and "How High
the Moon."
Wilson solos on all of them with
delicacy and brilliance. Drummer
Dahlender, winner of numerous
jazz polls in his native Sweden, is
a fine drummer with good bits of
showmanship. Bassist Arvell
Shaw, formerly with Louis Armstrong, does several solo bits (including "How High the Moon")
with a sharp-eye on the showmanstrong, does several solo bits unfaciluding "How High the Moon") with a sharp eye on the showman-ship possibilities as well as a thoroughly musical performance. All in all, this trio is a good bet for continued fat business at the Hawk. Ahmad Jamal comes in Sept.

ASCAP's N.O. Chief
Lawrence Milly has been named,
manager of the New Orleans
branch of the American Society of Composers, Authors & Publishers,
He'll work under Jules M. Collins, ASCAP's sales chief.

### 

FLOYD ROBINSON WHY CAN'T IT GO ON (RCA Victor)

A Girl Like You
Floyd Robinson's "Why Can't It Go On" (Acuff.Rose) is another country-inspired balled due for a big takeover on the popspinning circuit. "A Girl like You" (Trees) is in a simple balled spinning circuit.

SARAH VAUGHAN

BRICE COEFIELD

CHA-CHA TWIST

(Madison) ... Tempted

Brice Coefield's "Cha-Cha Twist" (Jay & Cez Armot) is a hipswinging version of the current clicko teen terp fad. "Tempted"
(L'Itra') has a hot beat for teenage approval.

THE BLONDETTES . . LITTLE BUTTERFLY .....

Dorothy Collins (Top. Rank): MY GIRL" (Heatherfield) rolls "UNLOCK THOSE CHAINS" at a lively pace.

(Gil!: has a breezy rhythmic flair and a powerhouse piping style that will give the teeners their kicks. WILL BE YOURS. YOU'LL BE WILL BE YOURS. YOU'LL BE WILL BE YOURS. YOU'LL BE UNINE" (Panther\*) will keep the pack trade happy.

The Cumberland Three (Routlette: "SO LONG" (Folkways') comes back in highly attractive vocal setting that could bring this folk song into pop spinning areas for a breakthrough. "HALLOWED GROUND" (Shayses') has a Civil War leaning that's strictly for the folk buffs.

Eddy Arnold (RCA Victor): DOWNERS." (Witmark), gets.

### **Longplay Shorts**

Dave Kapp, Kapp Records prez, on the Coast this week to complete Roger Williams' next album Ornette Coleman, who recently signed a management pact with Monte Kay, begins a Coast tour Sept. 25 with the Monterey Jazz Festival and two days later opens at the Jazz Workshop, San Francisco, followed by a three-weeker at the Sanbah, L. A., Oct. 12 ... Signature's Barbara McNair leaves for the Coast this week to start rehearsals as Nat King Cole's leading lady in the forthcoming Broadway show, "I'm With You." Signature prexy Bob Thiele will follow her there to cut her second LP . . . Roulette Records is celebrating Count Basie's 25th anni as a bandleader with the release of a double-LP package called "The Count Basie Story"

Ictic: "SO LONG" (Folkways) is just what its title indicates, a morbid song with a fairly dramatic yocal setting that could bring this title indicates, a morbid song with a fairly dramatic young spinning areas for a breakthrough. "HALLOWED CHOUND" (Shaysee) has a Civil War leaning that's strictly for the folk buffs.

Eddy Arnold (RCA Victor): "JUST OUT OF REACH? (Four Str Sales) is a mellow country-flavored item that will make some dents in pop markets. "BEFORE THES DAY ENDS" (Moss, Rose) has a friendly vocal manner that will win over the alfalfa fans.

Franky Crockett (ABC-Para-)

"THE TOP OF THE STAIRS" (Witmark\*), a civil win over the alfalfa fans.

Franky Crockett (ABC-Para-)

"THE TOP OF THE STAIRS" (Witmark\*), a civil win over the alfalfa fans.

Franky Crockett (ABC-Para-)

### JAZZ DISKS GET 'HOT' AGAIN

### ARMADA Pushes Plan to Streamline 'SOUL' SOUNDS **Annual Round of Disker-Distrib Meets**

In a move to cut down the expenditures of money and time involved in the annual series of distributor meetings held by the various labels each summer, the American Record Manufacturers & Distributors Assn. ARMADA is planning to stage its annual convention with distrib-disker get-to with distrib-disker get-to with distrib-disker get-to gethers. ARMADA prexy Art Talmadge said that time for eight different disker-distrib meets would be set aside at the ARMADA conclave.

Stereo Sales for July at 11 tail level were pegged at 22.

various labels each summer, the American Record Manulacturers & Distributors Assn. ARMADA is planning to stage its annual convention next summer conjunction with distrib-disker get-to gethers. ARMADA prexy Art Talmadge said that time for eight different disker-distrib meets would be set aside at the ARMADA conclave.

Move for ARMADA to enter the convention picture was made by Monaural sales for July at the result of the product shows by the various labels who staged them in far-flung places ranging from New Orleans to Puerio Rico. Since the top distribs handle numerous labels, they had to attend several of these meetings appiece. Via the ARMADA plan, they'll be able to case the product of many labels at one places. Talmadee pointed out that each disker joining the convention plan would be allocated a niviate of the ARMADA plan, they'll be able to case the product of many labels at one places. Talmadee pointed out that each disker joining the convention plan would be allocated a niviate of the ARMADA plan, they'll be able to case the product of many labels at one place. Talmadee pointed out that each disker joining the convention plan would be allocated a niviate of the ARMADA plan, they'll be able to case the product of many labels at one place. Talmadee pointed out that each disker joining the convention plan would be allocated a niviate of the ARMADA plan, they'll be able to case the product of many labels at one places. Talmadee pointed out that each disker joining the convention plan would be allocated a niviate of the ARMADA plan, they'll be able to case the product of many labels at one places. Talmadee pointed out that each disker joining the convention plan would be allocated a niviate of the ARMADA plan, they'll be able to case the product of many labels at one place. Yi almadee pointed out that each disker joining the convention plan would be allocated a niviate of the product of the place. Talmadee pointed out that each disker joining the convention plan would be allocated a private room and half-a-day in which to make his pitch. In addition, he figures there'll be "sidewalk" conventions in which the smaller labels will be speaking to distribs attending the ARMADA convention, ARMADA is currently looking for a city in which to stage its 1961 meet.

### A Gusher for Tooters

Dublin, Sept. 13. With 600 ballrooms operating, the terpery biz is booming in Ireland with plenty of work for the 250 bands playing here.

A Federation of Irish Musicians spokesman reports that only about 35 to 40% of the performers in 35 to 40% of the performers in the bands are fulltime musicians, but membership of the Federation tops the 1,700 mark, with anothers 500 belonging to kindred body in Northern Ireland: Bands operate freely in both Northern Ireland and the Republic, but if a name band, from England wants to do an Irish tour it must hold a Federation license and engage, an Irish group as relief band for the tour, and not more than one visiting band can operate at any one the number two spot at the diskery tops the 1,700 mark, with another 500 belonging to kindred body in Northern Ireland, and the Republic, but if a name band from England wants to do an Irish tour it must hold a Federation license and engage an Irish group as relief band for the tour, and not more than one visiting band can operate at any one time. Despite the restrictions, the business here is big enough to encourage a number of the club. Simosom joined the diskery in '56 "names" from England to tour Irish provinces.

### 222.000 Sold in July

# \$3,500,000 From

Los Angeles, Sept. 20.

Proposed format for payment of about \$3.500.000 to Hollywood and week, also moved to create a more accurate Buying Power Index for the disk industry. The current, age of the market for each area of the country, now fails to take into thorized attorneys for the plaintiff account regional musical tastes.

The N.Y. City, metropolitan erea. N.Y. Supreme Court for a settlement of instance, which has a 10.3% BPI, may fail far short of that with a country & western release, but are contry & western release, but of the country of the plaintiff of the surface which has a followed attended to the market for each area of the country & western release, but of the market for surface which has a followed attended to the market for a settlement of the mark

with a longhair of showtine disk. The BPI is used by diskers in making allocations to distributors around the country.

Victor Leases

Apple' to Indie

In an unusual deal, RCA Victor has leased its original cast album of "The Golden Apple" to Elektra in the cords. The original-caster was issued in 1954 and taken out of the casing deal to Elektra is that the Phoenix The atree shares in the royalties and since it's a non-profit organization, victor execs figured it would be okay for it to get a crack at more of through the Elektra release.

"Apple" written by Jerome Moross music) and the late John Latouche (lyrics), features Priseilla Gillette, Stephen Douglas Kaye Ballard and Jack Whiting.

Gaelic Terpery Biz

A similar settlement involving reuse of pre-1948 theatrical films on twe as approved a month aso by Superior Judge Harold Works

Supple" to Indie

Schweitzer for distribution of about \$1,000,000 to 2.400 studion usicians. Order for distribution of the four dainage suits filed here four years ago by local toolers- protesting the AFM was increases and reuse pay
sisued in 1954 and taken out of the casing deal to Elektra is that the Phoenix The attrees the case of the catalog a couple of years ago. Reason for the leasing deal to the country of the case of the catalog a couple of years ago. Reason for the leasing deal to the distribution of the coin involved will take several months. The last tw months the Federation has announced a charge in the last by and reuse payments will go to involve that royalty and reuse payments will go to involve that royalty and reuse payments will go to involve that royalty and reuse payments will go to involve that royalty and reuse payments will go to involve that royalty and reuse payments will go to involve that royalty and reuse payments will go to involve that royalty and reuse payments will go to involve that royalty and reuse payments will go to involve that royalty and reuse payments will go to involve that royalty and reuse payments will go to involve that royalty and

(Continued on page 60)

### **KEATING, SIMONSON** UPPED TO COL VEEPS

Cornelius Keating and Albert Simonson have won their viceprexy stripes at Columbi Records. The two veep appointments come on the heels of the switch from Cols-disk club of Norman A. Adler into the number two spot at the diskery

cally and commercially. After hibernating for several years in a cool wave, the modernists are now digging paydirt with something called "soul jazz" or "funk,"

called "soul jazz" or "funk."

Whatever the hipsters are calling it, the jazz fans are buying it in disk form. Album sales by jazz combos, which once were rated good at 10,000 copies, are now nothing unusual at the 50,000 marker. Consistently, names like Miles Davis, Charlie Mingus, Ornette Coleman, Julian "Cannonball" Adderly, Horace Silver, Bobby Timmons are coming up with solid packages for various labels.

labels. "Son! jazz" is a blend of the cerebal elements of post-swing jazz with elements of the old Negro folk tradition. It's most distinctive mark its spiritual or gospel sound with its heavy beat of the rhythm section. Mingus is credited with being among the first to explore this contemporary "gut buck-like of the secontemporary "gut buck-like." plore this contemporary

plore this contemporary "gut-buck-et" idiom.

Pickup in sales response to modern jazz has cued several indie labels, such as Prestige, Atlantic, Blue Note and Argo to launch single releases. Columbia is planning jazz single releases shortly. In one case, Argo discovered that a single extracted from an Art Farmer-Benny Golson Jazztet album was getting wide play and thus stimulating sales of the LP.

Bob Altshuler, general manager

thus stimulating sales of the LP.

Bob Altshuler, general manager of Cadence's new jazz operation, says the click of jazz on single-indicates that the youngsters have begun to show interest in the new approach. An increasing number of disk jockeys are spinning jazz sides, he said, and the growing LP sales indicate that the general publis is more receptive to "soul" jazz than it was to the hard bop yariety.

The Cap brass will watch closely The Cap brass will watch closely public reaction to the Cole package on which they plan to hinge future product in the Cole disk production works out, Cap may do similar jobs with such name artists in its stable as Frank Sinatra; Peggy Lee, Dean Martin and Jackie Gleason.

According to Joe Csida, veep in charge of Cap's eastern operations; the saturation point has been reached in doing orthodox LPs and new packaging ideas have got to come to the fore.

Production costs on the LP came to about \$65,000 and the diskery has slotted another \$40,000 for the nas stotted another \$40,000 for the advertising and promotion budget. This kind of outlay for a disk package will separate the menfrom the boys. Only the major companies can afford to gamble so much loot on a disk package.

The price tag on the album will be \$7.98 (monaural) and \$8.98 (stereo) after Jan. 1. A special introductory offer is getting the album off at \$5.98 and \$6.98.

### 'Molly Brown' Reviving Pub Strategy Of Nixing Disks Till Show Is Running



MARY JOHNSON On the Charts with Move Two Mountains A United Artists Record

### **Roulette Gains Temporary Stay** Vs. 'Murder' LP

Roulette Records won a tempor ary injunction against additional manufacture and distribution of Canadian American Records soundtrack LP of "Murder Inc." in soundrack LP of "Murder Inc." in N. Y. Supreme Court Monday (19) dudge George Tilzer did not extend the injunctive relief to the estimated 10,000 albums already in the stores, but recommended that Roulette's suit for a permanent injunction and money damages be brought to an early trial. The LPs already out of the hands of Portem Distributors, one of the defendants in the action, were not covered by the temporary injunction because retailers were not parties to the suit.

Roulette brought the action for

parties to the suit.

Roulette brought the action for injunctive relief on the grounds that songstress Sarah Vaughan, who is featured on the pic sound-track LP, is under exclusive disk pact to Roulette. Defendants in the action, besides CA, and Portem, are Miss Vaughan, 20th Century-Fox Films which released the film and Princess Production Corp., operated by Burt Balaban, who made the pic. the pic.

Against Roulette's claim for ac counting and damages on grounds that the defendants induced miss Vaughan to breach her contract (Continued on page 60)

### **WOLPIN SETS 3 PAR** SOUNDTRACKS FOR LPS

The soundtrack album picture at Famous-Paramount Music is in high gear. Three trackers from pix soon due for Paramount release are already set for slicing and another is i negotiation. Deals for the trackers were set by Eddie Wolpin, Famous-Par general professional manager.

eral professional manager.

RCA Victor has nabbed "The World of Suzie Wong," the William Holden-Nancy Kwan-Michael Wilding starrer with music by George Dunning Imperial Records has latched on to "A Breath of Scandal," the Sylvia Loren-Maurice Chevalier starrer with music composed by Allessandro Cicgnoni, and Dot Records has "Cinder Fella," the Jerry Lewis pic, with songs by Harry Warren and Jack Brooks and background music by Walter Scharf.

Wolpi is now weighing bids

Wolpi is now weighing bids from two majors for the rights to the Marlon Brando pic, "One Eyed Jacks", for which Hugo Fried-hofer wrote the score.

Meredith Willson's upcoming legituner, "The Unsinkable Molly Brown," are going in for stability instead of speed in the exploitation of the tunes. Frank Music-Rinimer Corp., publishers of the score, are restricting public perrestricting public performance of the unes until Nov. 21, three weeks after the Broadway opening. Rinimer, incidentally, is a contraction of Rini and Meredith Willson.

Willson.

By keeping the score under wraps, the publishers hope to build trade and public interest in the songs in the legituner. The Frank-Rinimer restriction scheme is a throwback to the musical comedy days of the 1920s when such publishers as Max Dreyfus of Chappell nut; a clamp on some tunelishers as Max Dreyfus of Chappell put a clamp on some tunes until he could get an organized drive under way. However, even Dreyfus' plans sometimes went afoul when a lead sheet of a restricted tune was "smuggled" to key bandleaders of the day like Paul Whiteman, who'd fake an arangement of the song just to get a first on its performance.

a first on its performance.

Frank already has taken several steps to enforce its "Molly Brown" blackout. The American Society of Composers, Authors & Publishers has notified its entire list of licensed stations and a formal restriction letter was sent to the copyright departments of the recording companies. A similar letter from Dore Schary, co-producer of the musical with the Theatre Guild was sent nationally to radio and ty personnel.

Canitol Becords which has the

tv personnel.

Capitol Records, which has the original cast album rights and is a major investor in the musical, will abide by the Nov. 21 release date on an equal footing with the other record companies. Instead of cutting the original cast album the first Sunday after the opening as has been diskery practice for the (Continued on page 58)

### Court OKs Col's Garner LP Sale

The N.Y. Appellate yesterday (Tues.) reversed a lower court decision enjoining Columbia Records from distribution of Erroll Garner's album "The One, The Only Erroll Garner." Col is now free to continue release of the LP.

The next step in the proceedings will be up to Col, which may ask Garner to pay damages because of the "wrongful" injunction. The injunction had been in effect since July. During the hassle, the court required Garner to post a \$40,000 bond to be applied to the damages invoked

Garner brought the injunction suit against Col, claiming that the diskery had no right to release the LP since he hadn't approved of the sides as stipulated in his contract.

### Col's Lieberson Heads For Global Biz Tour

Columbia Records prexy Goddard Lieberson is hitting the global circuit. Lieberson heads out Friday 233 for Tokyo to attend the 50th anni celebration of Nippon-Columbia diskeries in Japan.

Other stops on Lieberson's glo-bal trek include Hong Kong, Hono-lulu, Bangkok, Sydney and London.

#### Fabian-Eddy Tour

Hollywood, Sept. 20.
Fabian has teamed up with guttarist Duane Eddy on a 30-day,
30-city tour starting Oct. 2 in
Milwaukee.

Tour marks Fabian's first in more than a year.

## VARIETY'S RECORD T.I.P.S.

### (Tune Index of Performance & Sales)

This weekly tabulation is based on a statistically balanced ratio of disk sales, nationally, as reported by key outlets in major cities, and music programming by the major independent radio stations.

This Wk.		No. Wk On Cha	TARRI	This Wk.		No. Wi	· · · · · · · · · · · · · · · · · · ·	This Wk,		No. Wks. On Char	
1	3	9	THE TWIST Chubby CheckerParkway	34	5.3	3	MY LOVE FOR YOU  Johnny Mathis Columbia	67	70	8	MY LOVE Cole-Kenton Capitol
2	4	6	MY HEART HAS MIND OF ITS OWN Connie Francis MGM	35	28	7	HOT ROD LINCOLN Johnny Bond Republic	.68	71		IF I CAN'T HAVE YOU Etta & Harvey Chess
3	1	10	IT'S NOW OR NEVER Elvis Presley Victor	36	44	3	I'M NOT AFRAID Ricky Nelson Imperial	69	84		YOU TALK TOO MUCH Joe Jones
4	2	10	WALK, DON'T RUN VenturesDolton	37	58	3	LUCILLE Everly Bros	70	66		GEE BUT I'M LONESOME Ron Holden Donna
5	10	3	MR. CUSTER Larry Verne Era	38.	64	3.,	KOMMOTION Duane Eddy Jamie	71	<del>-</del> .	J	COME BACK Jimmy Clanton Ace
6	6	6	CHAIN GANG Sam Cooke Victor	39	65	4	ROCKING GOOSE  Johnny & HurricanesBig Top	72	82	12	I SHOT MR. LEE Bobettes Triple X
7	5	9	VOLARE Bobby RydellCameo	40	38	5.	THE LOVING TOUCH Mark Dinning MGM	73	32	17	PLEASE HELP ME, I'M FALLIN' Hank Lockli Victor
8	15	7	KIDDIO Brook Benton Mercury	41	25	16	ONLY THE LONELY Roy Orbison Monument	74	<del></del> -	.1	BLUE ANGEL Roy Orbison Monument
9	9	7	NEVER ON SUNDAY Don Costa UA	42	42	4	NICE 'N' EASY Frank Singtra Capitol	75	72	<b>•</b> ;	BRIGADE OF BROKEN HEARTS Paul Evans Guaranteed
10	18	4	A MILLION TO ONE Jimmy Charles Promo	43	37	6	I LOVE YOU THE SAME OLD WAY Paul AnkaABC-Par	76	7.7	3	KOOKIE LITTLE PARADISE Jo Ann Campbell ABC Par
11	8	9	THEME FROM THE APARTMENT Ferrante/Teicher UA	44	60	2	YES SIR THAT'S MY BABY Ricky Nelson Imperial	77	63	12	BIG BOY PETE Arvee
12	7	9	DREAMIN' Johnny Burnette Liberty	45	56	10	HOT ROD LINCOLN Charlie Ryan Star	78	89	<b>5</b> ,	I'D DO IT AGAIN Bobby Rydell Cameo
13	H	7	YOGI Ivy 3 Shell	46	40	6.	LET'S HAVE A PARTY Wanda Jackson Capitol	79	36	15	IMAGE OF A GIRL Safaris Eldo
14	14	6	PINEAPPLE PRINCESS Annette Vista	47	54	7	HONEST I DO Indigo	80		ŀ	BEACHCOMBER Bobby Dari
15	33	3	SO SAD Everly Bros. Cadence	48	59	9.	OVER THE RAINBOW Baysiders Everest	81	79	3	OLD OAKEN BUCKET Tommy Sands Capitol
16	19	7	YOU MEAN EVERYTHING TO ME Neil Sedaka Victor	49	-	ŧ	DON'T BE CRUEL Hi	82	47	14	TELL LAURA   LOVE HER Ray Peterson Victor
17	27	6	DEVIL OR ANGEL Bobby Yee Liberty	50	96	2	AND NOW Della Reese Victor	83	. <del></del>	1	MY DEAREST DARLING Etta James Argo
18	12	15	MISSION BELL Donnie Brooks Era	51	39	4	RUN, SAMSON, RUN Neil Sedaka Victor	84		. <b>3</b>	MY SHOES KEEP WALKING BACK Guy Mitchell Columbi
19	26	4	MOVE TWO MOUNTAINS Mary Johnson	52	50	3	SHORTNIN' BREAD Paul Chaplin Harper	85	92	4	SINCE I MET YOU BABY Bobby Vee Liberty
20	34	3	THREE NIGHTS A WEEK Fats Domino Imperial	53	52	11	ALL MY LOVE  Jackie Wilson Brunswick	86	61		Jeanne Black
21	20	8	TA TA Clyde McPhatterMercury	.54	45	5	I'M FALLING TOO Skeeter DavisVictor	87	97	2	BRONTOSAURUS STOMP Piltdown Men Capitol
22	31	6	ANY MORE Teresa Brewer Coral	55	62	4	Paradons Milestone	88	,67	4	SERGEANT PRESTON YUKON Ray Stevens
23			ITSY BITSY BIKINI Brian Hyland Kapp	56	29	13	WALKIN' TO NEW ORLEANS Fats Domino Imperial	90		1.	SHIMMY LIKE KATE Olympics Arvee A FOOL IN LOVE
24	24	7	HELLO YOUNG LOVERS Paul AnkaABC-Par	57	_	14	I WANT TO BE WANTED Brenda Lee Decca		48		Ike & Ting Turner Sue IT ONLY HAPPENED YESTERDAY
25:	21	8	OVER THE RAINBOW Dimensions Mohawk	58	55		MALAGUENA Connie Francis MGM	92	_	1	Jack Scott Top Rank IS YOU OR IS YOU AIN'T
26	16		FINGER POPPIN' TIME Hank Ballard King	59		12	NO Dodie Stevens Dot	93	99	5	Buster Brown Fir VAQUERO
27	51	2	SAYE THE LAST DANCE FOR ME Drifters Atlantic	60		10	A WOMAN, A FRIEND, A LOVER Jackie Wilson Brunswick	94	83	4.	Fireballs
28		10	IN MY CORNER OF THE WORLD Anita Bryant Carlton			16	I'M SORRY Brenda Lee	95	_	ľ	GIRL WITH STORY IN HER EYES Safaris Elda
29 30	.30		LET'S THINK ABOUT LIVING Bob Luman WB THE SAME ONE		74		Jimmy Clanton Ace	96	80	1.9	CLAP YOUR HANDS Beau Marks
31	,30 23		Brook Benton Mercury WRECK OF JOHN B.	63	43	5	Pat Booke Dot	97	-	1	RAT RACE THEME Richard Maltby Roulette
31	41		Jimmie Rodgers	64	90	3	TONIGHT'S THE NIGHT Chiffons Big Deal WE GO TOGETHER	98	÷	1	OH THAT FEELING Johnny Mathis Columbi
33	35		Jaye P. Morgan MGM YOU'RE LOOKING GOOD		93	•	Jan & Dean	99		ŀ	MORTY ROBBINS Columbi
<b>35</b>	35	-	Dee Clark	66	5/	13	Johnny Preston Mercury		68	7	RED SAILS IN THE SUNSET Platters

### Inside Stuff—Music

A second program of music by the late Emmerich Kalman and his son Charles has been set for Oct. 8 in Bad Reichenall, Germany, as a sequal to a successful concert several weeks ago. Rudolf Erb will

Poland's late pianist-statesman, Ignace Jan Paderewski, will be honored in New York State with a "day" Nov. 6; to mark the 100th anniversary of his birth, Governor Nelson A. Rockefeller, in a proclamation, said, "All people who love freedom," as well as those of Polish origin, remember Paderewski "with reverence and affection."

Richard Rodgers will finish out the unexpired term of the late Oscar Hammerstein 2d on the board of directors of ASCAP. The term runs until January when ASCAP will hold new elections. Rodgers, who has been an ASCAP member since 1926, was on its board between 1941

MGM Records' thrush Connie Francis has a bulging schedule between her current four weeks at Sahara Hotel, Las Vegas, and her first N. Y. Copacabana date for two weeks, Dec. 1-14. Right after L. V. Miss Francis fles to England for two tv shows—BBC's "Night at the Palladium" and an ATV spec. Then she works five days in a German lovie with working title "Story of Radio Luxembourg." She plays two U. S. army camps in Germany, and does two one-niters, in Holland and Dublin.

Dave Lambert, of the Lambert, Hendricks & Ross trio is squawking to United Artists Records over release of his new album, "Swing, Sing, Along With Dave Lambert," which recorded solo. According to Ralph Gleason's column in the San Francisco column last week, Lambert says that the album was supposed to be multitracked, but UA Records went ahead and released his first track only.

There is now going to be a Kingston Trio fashion. Eight menswear manufacturers have signed up to participate in a merchandising tieup with the Capitol Records singing group. To help stimulate interest on the retail level, Weston Merchandising Assoc, the licensing org, has arranged for a "Win A Trip to Kingston Jamaica, With The Kingston Trio" contest. The promotion will be tied in with an airline, the Jamaica Tourist Board and Capitol Records. The Kingston Trio fashions ill include sports shirts, dress shirts, shirt-and-walking short coordinates, sweaters, neckwear, sports Jackets and suits.

Contralto Marian Anderson says she has been asked to go to Africa and would like to, "but not is not the very best time to make the tour." She added that she would like to include South Africa, despite the rebufts she would inevitably receive there. Negro singer gave tw free-admish concerts last week at Canadian National Exhibition, sponsored by latter and Toronto Star: She also, in interviews, criticized the U. S. State Department for having overloaded her 1958 Far East concert tour, which it sponsored, with embassy-level brass—"I didn't meet the masses," she said.

Magnavox opened the door to its equipment "Showcase" in N. Y. Monday 19). The new music centre showcases Magnavox equipment ranging from stereo hifi tv sets, AM/FM radio, phonographs and transistor radios. The 5.000 square feet setup includes five listening rooms for equipment demonstrations. The "Showcase" is located on Madison Ave. in the new Union Carbide Bldg. Magnavox piexy Frank Freimann stresses that over 33% of the new tv set sales last year were for 24-inch sets; and that the dominant 17-21 inch setsowners are the target for the still-bigger picture sets 127-inches), which is a feature of the new Magnavox line, After that, he feels, will come the big color market.

The theme music from "Midnight Lace." upcoming Universal Arwin film production starring Doris Day and Rex Harrison. Is drumming upplenty of disk company interest, There are already five instrumentals in the can ready to go. The slices are by David Carroll iMercury. Ray Conniff (Columbia), Ray Ellis (MGM), Dick Jacobs (Coral) and Sid Feller (ABC-Paramount). Time was written by Jerome Howard and Joe Lubin and is published by the Doris Day-Marty Melcher firm, Daywin Music (BMI).

Nicholas Monsarrat, English-born, novelist who has long lived in Ottawa, excoriated, the members of Ottawa Federation of Musicians (AFM) in a letter to the editor of Ottawa Citizen last week.

Monsarrat (currently completing his new novel, "Nylon Pirates" and about to start on "White Rajal," commissioned as a novel-to-be-filmed by Milton Sperling's United States Pictures) leads off by noting two "gaps" in those heard from recent demise of Ottawa Philharnonic. They are the "big money" supporter (numbering 20-30, "wh would be perfectly prepared collectively to write off the existing deficit of \$23,000) and "the out-of-the-ordinary player (if he exists) who might be more concerned with providing a season of concerts than with gouging the general public for every cent the traffic will bear."

bear."
"Frankly, the 'big money' supporters are sick and tired of this recurrent cultural squeeze-play, which is directly copied from the game
of poker, and which would not deceive the average piccolo player
above the mental age of 12." He then recalls the 'shock' with which
such angles discovered that the Philhamonone was paid "at the full
going rate" not only for playing but for rehearsing "their own benefit
performance." "A very large number of people, whose time is worth
a great deal more than that of any player in the Ottawa Philharmonic,
save hours of work."

a great deal more than that of any player in the Ottawa Philharmonic, gave hours of work."

(Monsarrat himself tended bar for ight hours; federal finance minister Donald Fleming acted in a sketch, etc.). "I do not know of any parallel occasion even in the lowest reaches of professional sport, where a benefit performance would be staged on such as ungenerous a basis."

### Colpix to Groove LP Of 'Pepe' Soundtrack

Colpix Records has latched on to the soundtrack rights to "Pepe," the Catinflas starrer to be released by Columbia Pictures in December. Diskery is planning an October re-lease of the album so that it can be used as an exploitation tool for the film

lease of the album so that it can Tobias is entertainment director, the film.

The new songs in the set, "Away This Be Your The new songs in the set, "Away This Be Your The new songs in the set, "Away This Be Your The performers," May This Be Your Life," Carryin' the Torch" and "In Beachcomber's. Then after a one-week Coast booking, the Lyman group will return to Waikiki for an indefinite run at the Hawaiian Village hotel.

Currently Tobias is on a promotor this soundtrack package, Musical in tour for the Fontainebleau, supervision of the film and sound-track is by Johnny Green.

### **Henry Tobias Launching** Label With EP Release

Henry Tobias will launch his new label, Pat Records with an extended play package called "Swingin" at the Fontainebleau" by the Bobby Fields Trio. The combo is featured at the Fontainebleau, a Miami Beach Hotel where Tobias is entertainment director.

### Peggy Lee, Kingstons

Hollywood, Sept. 20.
Gross of \$110,735 was racked up by a pop package of the Kingston Trio, Pegy Lee, Henry Mancini and George Shearing Quintet at a two-night bash over the weekend which drew 34,838 payees at the Hollywood Bowl.

Friday, Saturday (16-17) concerts were scaled at a \$4.75 top.

### Atlanta Swinging With Lineup of Top Longhair Names for '60-'61 Season

Atlanta, Sept. 20.
Atlanta will be swinging with culture during the coming season:
Combining to bring this high type entertainment to this Gate City of the South are the Atlanta Music Club and the Atlanta Symplony Orchestra.

pilony Orchestra.

Marvin McDonald is manager of two series sponsored by the Jusic Club and scored beat for the 1960-61 season by landing both Artur Rubinstein and Van Cliburn. This gave All Star Series such an impetus that season ticket sale was discontinued last week. New York Philharmonic Orchestra, Leonard Bernstein conducting, gets here Thursday (15) to kick off series in 5,500-seat Municipal Auditorium.

Second attraction will be Cold

torium.

Second attraction will be Coldstream Guards of Buckingham Palace plus, dancers and bagpipe players of Cameron Highlanders, Nov. 21. Rubinstein will appear in concert Nov. 28.

Royal Ballet (nee Sadler's Wells Ballet) is booked for Dec. 9. Van Cliburn will perform Jan. 9; Polish violinist Henryk Szeryng, Feb. 22; and Cleveland Symphony Orchestra, under direction of George Szell, March 20; Series will close with concert by soorano Eleen Seen, March 20. Series will concert by soprano Eileen Farrell April 15.
Season tickets to this series range from \$22.50 in boxes to \$9.50.

sange from \$22.50 in boxes to \$9.50.

Music Club's Membership Series will offer five attractions with 760 season tickets available only to members of the club. This series, also handled by McDonald, also is an annual sellout. Recitals are presented at 800-seat Community Playhouse. For a \$12 fee a patron receives membership in the Music Club, tickets to all five attractions and automatic invitations to receptions that follow three of the concerts.

There's also 12 concerts scheduled by the Atlanta Symphony.
Orchestra, 11 of them given in pairs at the 1.850-seat Tower Theaten, home of the Symphony, and the 12th a solo shot by the Ballet Russe de Moute Carlo with the Symphony at the 5,500-seat Muny auditorium. Season ticket price-scale for Symphony Series ranges from \$30,901 top for box seats to \$7.21 for second balcony. Henry Sorikin now is in his 16th, year as conductor of Atlanta Symphone with the

phony which performs with

pnony which persons.
William C. Herring, orch's manager, says that final accounting of 1959-60 season activities showed organization "almost broke even."
Budget for current season, he revealed called for gross expenditure of soan one.

### Schuster Gets Veep Stripes From Burton

Irwin M. Schuster has been upped to veepee of Trinity Music and its affiliated Burton Manage-

and its attributed Burton Manage-ment firm. The companies are headed by Ed Burton. Schuster has been professional manager for the Trinity operation since 1958. He joined the firm in 55 six months after its launching by Burton, Joe Csida and Charles Grean. Latter two have since Grean Latter two havexited for other ventures.

### LYMAN BACK IN HAWAII

Athur Lyman combo has re-turned from the mainland for a seven-week engagement at Don the Beachcomber's. Then after a one-week Coast booking, the Lyman group will return to Waikiki for an indefinite run at the Hawaiian Village hotel.

### Pull 110G on Coast Mercury on 'New Faces' Kick Via Flock Of Signings; Dorothy Loudon to UA

RCA's Package Play

RCA Victor has tied in with the National Football League the National Football League in its kickoff of an album featuring the 13 offical songs of the NFL members. Tunes were cut in a dance-band idjom by Bernard Green with a 30-piece orch on the Coast.

Via the NFL link, Victor plans to sell the LP at all the games. The diskery is featuring the package in the weekly game programs plus on ty

ing the package in the weekly game programs plus on tw spots in the pre-game broadcasts. The album bears the emblem of the 13 teams and each song is introed on the disk by a star player or coach of the individual team.

### **British Safety Council** Raps 'Death Cult' Angle Of 'Laura'-Type Pop Disks

London, Sept. 20.
The cops may soon be after "Tell Laura I Love Her." The Metropolitan Commissioner of Police has been asked to 'investigate the wording of the macabre record, with a

ing of the macabre record, with a view to putting a stop to this trend which incites young people to endanger their lives and those of inuocent third parties."

Disk, which is in the current top 10 British bestsellers in the shape of the Ricky Valance version for the Columbia label and is also being issued by the Decca and Top Rank diskeries, has become a target for the British Safety Council: Early last week the Director of Public Prosecutions had a request from the Council's national director, Leonard Hodge, to investigate from the Council's national director, Leonard Hodge, to investigate the wording on the grounds that it would "tend to deprave and corupt impressionable teenagers." Hodge's premise was that the platter's "nauseating theme" would foster a "glorious death cult" among youngsters.

Approach to the Police Commissioner came just before the weekend after the Public Prosecutions director, Maurice Crump, had suggested such a move. So far, there's no indication that anyone's thinking of withdrawing the disk.

British Safety Council's protest

g of withdrawing the disk.

British Safety Council's protest may be directed towards the 'Laura' lyrics as a specific instance but isn't confined to same. The Council states that it is extremely perturbed that disks of the same kind are released 'on an average of one or two a week." 'Says Hodge: "We must dam the stream of horror before it comes a flood," declaring that the records are far more insidious than books such as "Lo-lita" and "La dy Chatterley's Lover" that have been banned. He adds that he's convinced there are adds that he's convinced there are grounds for judicial action and that the Council will not stop pressing until something is done.

### EDITH SALL NEW GPM OF RANK'S U.S. MUSIC COS.

Edith Sall has been set as general professional manager of Jaro Music (BMI) and Rank Music Co. of America (ASCAP). Both firms are music publishing subsids of Rank Records of America.

Before joining Rank, Miss Sall had been with Decca, Coral, Dot, and Hanover-Signature.

### Welk to Toast Thirty Top Bands on TV Show

Hollywood, Sept. 20.

Lawrence Welk will pay homage to 30 of the greatest pop banus during the 1930s and 40s with a special presentation, "Great Dance Bands on Parade," over his ABC-TV program, Oct. 8. Welk will drop his own bubbly style for exact-copy arrangements of the bands being tossted.

hands being toasted.

Included in Welk's all-time greats are Glenn Miller, Tommy and Jimmy Dorsey, Guy Lombardo, Benny Goodman, Glen Gray, Kay Kyser, Woody Herman, Wayne King, Ted Weems, Russ Morgan, Frankie Laine, Paul Whiteman, etc. No, the champagne batoneer will not imitate them vocally.

Chicago, Sept. 20.
Mercury Records has been on a "new faces" kick in recent months, and its artists & repertoire chaps are continuing to beat the bushes for fresh prospects. Although its established sellers have been doing very well in the singles race, diskery fears it could fall back through complacency. complacency.

Of late, more than a dozen solo talents and groups have been pacted—all in the 18 to 30 age range, which typifies the stress on youth in the current market.

youth in the current market.

Among the tyros, several of whom have yet to be first-issued, are Orville Couch, Grady Chapman, Eddy Noak 'regarded as a bright country & western prospect, Benny Atkins, Bobby Kent, Billy Sherril, Ernie Andrews, Bobby Johnson, Hughie Thierry, Jim Eddy, Al Hart (Ex-Shreveport, La., deejay), and Johnny Oliver. New groups in clude the Wayfarers, folknik trio, and Eddy Bell and his Bell-Aires foursome.

Several of the above had no pre-

Several of the above had no previous disk affliation. Significantly, the list is topheavy—to say the least—with males, which points up the preference for them at jukes and disk counters.

United Artists: Dorothy Loudon Singer-comedienne Dorothy Lou-don has been signed to United Artdon has been signed to United Artists for a couple of albums. One package will consist of her own nitely material and the other will be of songs by Jimmy McHugh, Jule Styne, Harold Arlen and Hoagy Carmichael. The diskery is talking to each of the composers to backstop Miss Loudon on the keyboard for their respective compositions. Singer is currently at the Flamingo, Las Vegas.

Capitol: Ernie Ford

Capito: Ernie Ford
Tennessee Ernie Ford has signed
a new exclusive contract with
Capitol Records. Ford first joined
the Tower, in 1949 during which
time he has cut over a dozen
albums, as well as singles.

His latest LP is "Sing A Spin tual With Me.'

Warwick: Freddy & Voxpoppers Freddy & The Voxpoppers have (Continued on page 58)

### U.S., Mex Tooter Unions Sign Provisional Pact For Band Reciprocity

Mexico City, Sept. 20.
The long awaited pact between the American Federation of Musicians and its Mexican counterpart, the National Union of Mexican Musicians (also known as the Mexican Musicians Union) may be but a matter of some months away. A provisional agreement for ex-

change of Mexican and American orchestras was signed last week with Juan Jose Osorio acting for the Mexican union and Herman Kenin for AFM. This agreement to remain in force until a more formal pact is signed, with the definite agreement probably ratified in November.

Main provision of the provisional and permanent pacts is that ex-change must involve same number of musical elements and contract periods.

periods.

The provisional contract was signed by Osorio in Mexico and Kenin in New York. Odd note is that Osorio is out as head of the Mexician union, with Tirso Rivera the nominal head, although his leadership is still being disputed by bandleader Venus Rey.

by bandleader Venus Rey.

Union dissension might scuttle the exchange program before it gets full headway. Already there were "discussions" about naming of Mexican musical units to accompany Nat King Cole here. And while there is no peace within the ranks of musicians, the development of a reciprocal exchange always can face flare ups such as the one which prevented Harry James from completing a dance hell engagement during his stay in Mexico.

### Disker-Distrib Org See Federal Law As Basic to Blocking Bootleg Spread

bootlegging is being devised by the Assn. of Record Manufacturers & Distributors of America, representing a group of indie diskers senting a group of indie diskers who have been particularly hard hit by the pirates in the last couple of years. According to ARMADA prexy. Art Talmadge, United Artists Records' v.p. and general manager. "bootlegging keeps popping up every time a record hits the charts."

charts."

Talmadge, who met with the ARMADA excc board last week to discuss the situation, believes that the key to the bootlegging problem lies in a Federal law which would make it a criminal offense to buy or sell the illicit merchandise. He said: "I am appalled by the lack of concern shown by some dealers when they are offered this bootleg merchandise. They show no concern as to whether or not it is being sold to them by legitimate sales people."

At the present time, the diskers

Guys Making Historyl Their Names Will Livel

BMI PUBLISHERS NOTE

Demo Available

STRICTLY FROM CRAZYVILLE

STRICTLY FROM CRATYVILLE
They can't get the hang e'
How to tango at Katanga
At Kalanga
At Kalanga
With a feller named Lumumba
Yes Lumumba
And who made a boe boo
Rockin' round with Kasayubu
Kasayubu
Hey the way they're hoppin'
H's STRICTLY FROM
ROCKATYVILLE
FROM CRATYVILLE
FROM CRATYVIL

CRAZYVILLE — FROM CRAZYVILLE JOE KRUGER, ME 5-5144 N. Y. C.

### British Disk Bestsellers

London, Sept. 20. Apache ......Shadows (Columbia) They're Young ..... Eddy (London) Mess Of Blues .....Presley (RCA)

Don't Tease ..... Richard

(Columbia)

Laura I Love Her .... Valance

(Columbia)

Only the Lonely ... Orbison
(London)

Will Be Loved ... Everly Bros.

(London)

Will Be Loved ... Everly Bros. (London) Long As He Needs Me. Bassey (Columbia) Somebody's Fool ... Francis (MGM)

Paper Roses .....Kaye Sisters (Philips)

### Molly Brown

At the present time, the diskers have to combat the bootly gers by depending on a variety of state laws, not all of them clearly aimed at such practices. ARMADA has been sparking the anti-bootlegging crusade as a way of building up support for the organization. It has firm of Bane. Steinberg, Balder & Steinbrook to cheek out all reports of piracy and make the information available to the local state's attorncy effice.

Several successful prosecutions have already been made in New Jersey, one of the biggest bootleg centers in the country.

'Jazz Cavalcade' to Milw.

Milwaukee, Sept. 20.

"Jazz Cavalcade," with Dave Brubeck Quartet, Dukes of Dixieland and Duke Ellington orch, has been set for Milwaukee. Sept. 20.

"Concert is being co-produced by WOKY and Glendale Woman's Club.

HOT TOPICALIII

Guys Making History!

Their Names Will live!

"Frank Music contends that rare-

Frank Music contends that rarely does an unsuccessful musical production give rise to an immediate hit song and a&r men have been faced in the past with having spent time, money and effort to record a song from a show that flopped. Deejays are also touted on these songs and are embarrassed if the show a turkey. If the a&r man waits for reviews of a show to insure that his disk will be riding the wave of a hit musical, he usually finds that some less cautious competitors have the disks out before him. Frank is now giving everyone a chance to get off the ground at the same time.

Gambling that the show will be a hit followup to Willson's "Music Frank Music contends that rare-



#### "UKELELE LADY" SAYS "ALOHA" TO HAWAII

May Singhl Breen (widow of Peter De Rese, composer of "Deep Purple",
"Wagon Wheels" and counters other hirs), is shown leaving Royal Hawailan
Hotel in Honolulu on way to airport where she Boarded UAL Jet for

Hotel in Honolulu on way to airport where she boarded von Section New York.

New York.

Shown with her are Mr. and Mrs. Hal Bock of Honolulu, Jay Spear, the Manager of the Howaiian Room in the Lexington Hotel in New York City, who was on vacation, Howard Fenton (manager of Charles K. L. Davie, presently appearing at the Royal Howaiian), E. G. Malloran of New York, and Sterling Mossman (standing) whose famous Night Club, "Barfoot Bar", at the Queen Surf May visited often.

May's newest compositions "Lani" and "Throw Me a Little Kiss from Hawaii", received a warm reception from all the dee Jays in Hawaii.

Her parting words were, "There's No Place Like Hawaii".

# Man," Frank has prepared a special demonstration LP consisting of the 10 numbers from the show. The two-color jacket with liner notes outlining the plot of the show and giving information concerning performers in the musical, how the tunes work into the story and other info of interest to the a&r men. Frank laid out close to \$5,000 to produce the LP. In addition to the demo disk, Frank is sending the diskeries a packet sheet music copies of the show's score. Merc On 'New Faces' Kick

been tagged by Morty Craft's Warwick label. Group previously recorded for Mercury under the
Voxpoppers tag. Combo features
the voice of Freddy Tamburo, one
of the twins in the three-brother
group. The first release is scheduled for the end of September and
will feature an adaptation of
Rubinstein's "Melody In F" called
"Lonely For You." Other side is
"Helen Isn't Tellin'." Both tunes
are published by Rayven Music.
Group is managed by Duke Niles.

Group is managed by Duke Niles. Although the Rini-Meredith Willson firm, Rinimer, is about two years old, it'll be the first time that it will have a show score. Will-son's "Music Man" songs are in

Madison: Garry Stites

Show's pre-Broadway tryout begins next Monday (26) in Philadelphia with a Broadway opening scheduled for Nov. 3. Tammy Larry Utial has nabbed singer Garry Stites for his Madison label. Singer already has scored on other

der way this week.

#### Kapp: Bill Dana

Bill ("Jose Jimine") Dana has switched from Signature Records to an exclusive recording contract with Kapp Records.

with Kapp Records.

First Kapp shellacking will be a followup to his Sig LP, "My Name is Jose Jiminez." New disk is tabbed "More of Jose Jiminez."

A new teenage boy-girl duo Janet & Jay, has joined the Kapp roster. The first single will be a coupling of "Compatitude" and "Pretend."

### FOUR STAR TV OUTFIT STEPS UP LIVE MUSIC

Hollywood, Sept. 20.

Four Star Music, subsid of the Four Star TV Co., is upbeating live music scoring on its product. The greenlight to more live tuning follows recent agreement between the telefilmery, and the Musicians Guild of America.

Guina of America.

According to Herschel, Gilbert, general director of Four Star Music, initial musical kick-off begins this week on "Stagecoach West," composed-conducted by Skip Martin, and the "Dante" vidpix series which Leith Stevens composed-conducted. conducted.

Bud & Travis, folk singing duo, have been signed by Four Star to sing the background theme of "West," in addition to cutting a single version for Liberty Records.

CLIMBING TO THE TOP

### THEME FROM THE APARTMENT



ROSEMARY CLOONEY

### RCA VICTOR MANY A WONDERFUL

MOMENT FAMOUS MUSIG CORPORATION



### RETAIL ALBUM BEST SELLERS

(A National Survey of Key Outlets)

This Last No. wks.

Frank Music alone.

Grimes is starring.

wk.	wk.	on ch	
1	1	6	KINGSTON TRIO (Capitol) String Along (T 1407)
2	2	23	BOB NEWHART (WB) Button Down Mind (W 1379)
3	4	7	FRANK SINATRA (Capitol) Nice 'n' Easy (W.1417)
4	10	23	SOUND OF MUSIC (Columbia) Original Cast (KOL 5450)
5.	11	6	BRENDA LEE (Decca) Brenda Lee (DL 4039)
6	3	10	SHELLEY BERMAN (Verve) Edge of Shelley Berman (MGV-15013)
7	7	14	PAUL ANKA (ABC-Par) Paul Anka Sings His Big 15 (ABC-323)
8	8	5	JOHNNY MATHIS (Columbia) Johnny's Mood (CL 1526)
9	6	22	ELVIS PRESLEY (Victor) Elvis Is Back (LPM 2231)
10	5	23	KINGSTON TRIO (Capitol) Sold Out (T-1352)
11	9	23	CAN-CAN (Capitol) Soundtrack (LOC 1032)
12	20	21	SOUTH PACIFIC (Victor) Soundtrack (LOC 1032)
13	16	23	SHELLEY BERMAN (Verve) Inside Shelley Berman (MGV 15003)
14	29	6	DAVE GARDNER (Victor) Kick Thy Own Self (LPM/LSP 2239)
15	15	23	TERRY SNYDER (Command) Persuasive Percussion (RS 800-50)
16	14	23	BILLY VAUGHN (Dot) Theme from a Summer Place (DLP 3276)
17	12	23	PLATTERS (Mercury) Encores of Golden Hits (MG 20472)
18	18	6	RAY CONNIFF (Columbia) Young at Heart (CL 1489)
19	13	6	BILLY VAUGHN (Dot) Look for a Star (DLP 3322)
20	21	5	BOBBY DARIN (Atco)  Bobby Darin at the Copa (LP 122)
21	17	20	BEN-HUR (MGM) Soundtrack (1 E 1)
22	19	16	MITCH MILLER (Columbia) Sentimental Sing with Mitch (CL 1457)
23	25	18	DAVE GARDNER (Victor) Rejoice Dear Hearts (LPM 2083)
24	24	4	TENNESSEE ERNIE FORD (Capitol) Sing a Spiritual With Me (TAO 1434)
25	26	29	CONNIE FRANCIS (MGM) Italian Favorites (E 3791)
26	30	5	ELLA FITZGERALD (Verve) Ella in Berlin (MGV 4041)
27	35	10	EVERLY BROTHERS (Cadence) It's Everly Time (W 1381)
28	34	21	HARRY BELAFONTE (Victor) Belafonte at Carnegie Hall (LOC 6006)
29	28	13	RAY CHARLES (Atlantic) In Person (8039)
80	23	9	BILL DANA (Signature). My Name Jose Jiminez (SM 1013)
81	32	16	WOODY WOODBURY (Stereoddities)
32	-	15	Laughing Room (MW 2)  RAY CHARLES (Atlantic)  Caping of Pay Charles (1212)
83	22	23	Genius of Ray Charles (1312)  HENRY MANCINI (Victor)  Mr. Lucky (LPM 2198)
34	-	2	BELLS ARE RINGING (Capitol) Soundtrack (W 1435)
35	_	1	LOS ADMIRADORES (Command) Bongos
36	,	1	CONNIE FRANCIS (MGM) Sings Spanish & Latin Favorites (E 3853)
37	31	3	MARTY ROBBINS (Columbia) More Gunfighter Ballads (CL 1481)
38	39	8	DORIS DAY (Columbia) Show Time (CL 1470)
39	13	16	MANTOVANI (London) Songs to Remember (LL 3149)
40	=	1	BROTHERS FOUR (Columbia) Rally Round (CL 1479)

# OR FAIR URBS

of great themes from great pictures by great composers

# \*THEME FROM "THE DARK AT THE TOP OF THE STAIRS"

by Max Steiner

CHET ATKINS ... RCA VICTOR #47-7796
FRANK CHACKSFIELD ... LONDON #1945
PERCY FAITH .... COLUMBIA #4-41796
ERNIE FREEMAN .... IMPERIAL #5693
ROBERT HOLLIDAY ... EVEREST #19381
JACK PLEIS ..... DECCA #9-31155

\*CORA'S MELODY FROM "THE DARK AT THE TOP OF THE STAIRS"
BOB THOMPSON . RCA VICTOR #47-7795

# \*THEME FROM "THE SUNDOWNERS"

by Dimitri Tiomkin

ROBERT HOLLIDAY... EVEREST #19381

MANTOVANI ... LONDON #1946

JACK PLEIS ... DECCA #9-31155

FELIX SLATKIN ... LIBERTY #F-55282

BOB THOMPSON . RCA VICTOR #47-7795

BILLY VAUGHN ... DOT #45-16133

\*Publisher:

M. WITMARK & SONS

### On The Upbeat

writer-composer Feather, who's prepping a permanent move to the Coast in November, has interested Steve Allen in doing lyrics for some of his com-positions. His "New Encyclopedia of Jazz" is due from Horizon Oct. Gene Krupa's quartet set for three weeks at the Sheraton Jefferson Hotel, St. Louis, start-Jenerson Hotel, St. Louis, Stati-ing Sept. 26 . Cannonball Ad-derley's band goes into the Zebra Lounge, Los Angeles, Sept. 28 for two weeks . Count Basie band in Hollywood to guest on Fred Astaire's tv show on NBC Sept.

Henry Aaron, a member of the Metropolitan Opera orch since 1937 and assistant conductor of the Chautauqua (N. Y.) Symphony, has been appointed conductor and musical director of the Wheeling Symphony Orch. Mike Merrick Symphony Orch Mike Merrick back from a two-month advance publicity tour for Harry Belafonte's appearances in Hawaii, Japan, the Phillippines, Australia, Israel and Greece . The New York Naples Song Festival, which took place at Brooklyn's Academy of Music last week has been booked by Stanley Warner for the theatre chains in New England, Ohio, Pennsylvania, New York and New Jersey . Ulysses Kay, American composer, flies to Tri-New Jersey Ulysses Kay, American composer, flies to Trieste Sept. 22 to serve on the International Music Jury of the Prix Italia meeting there Sept. 20 through Oct. 3 . May Singhi Breen iMrs. Peter De Rose) back in N. Y. after a fortnight's stay in Hawaii.

Roulette Records has set Kastor. Roulette Records has set Kastor, Hilton, Chesley, Clifford & Ather-ton as its new ad agency represen-tative. The diskery is planning a heavy consumer ad pitch for Oc-toher. George Levine has been tober. George Levine has been named by the agency as account

Jimmy Jones, Cub disker, on a personal appearance tour through Washington and California until Sept. 24 . . . The Herbie Mann Sept. 24 . . . The Herbie Mann Afro Jazz Sextet, featuring Niger-

The OF THE WEEK JOHNNY **CYMBAL** ALWAYS, ALWAYS, M·G·M

ian drummer Olatunii, returned to the Half Note yesterday (Tues.) for a three-week stand: Lalo Schiffrin, Tico pianist, back from South America where he sat in with Xavier Cugat... Clyde McCoybegins a five-week engagement at the Marineland Restaurant, Redondo Beach, Calif., tomorrow (Thurs.) Jimmy Clanton winds his current one-nighter four at New Or-

Jimmy Clanton winds his current one-nighter tour at New Or-leans Sept. 25 . Johnny Cash returned to the Coast after a per-sonal appearance tour to complete final shooting on his pic. "Five Minutes To Live" . Seaboard Distributing will now handle the Roulette Records line in the Al-hany territory. bany territory.

#### London

...Frankie Vaughan planed out this week for his season at the Dunes, Las Vegas Pianist Rudolf Firkusny solos with the Royal Philharmonic Sunday (25) on his second European tour of the year... Songwriter Lionel Bart to set up his own pubbery, Apollo Music, in January Ted Heath orch does 10 one-nighters in Granada cinemas starting Oct. 21, with U. S. singer Ronald Rogers emceeing for six nights... Pye diskery plugging the Annette platter, "Pineapple Princess," coincident with Annette's (Funicello) presence here to play in Walt Disney's "The Horsemasters" pic... Inhabitants of Beaulieu, Hants. at a gasin protesting against Lord Montagu's annual jazz fest.

Songwriters' Guild chairman Paddy Roberts invited on to the Frankie Vaughan planed out this

Songwriters' Guild chairman Paddy Roberts invited on to the board of the Mechanical Rights Society Ltd. . . U. S. lyricist Syd Shaw arrived last week . . Ted Heath orch now may make its next American trip February . . . Add Pye diskery appointments David Keane, who joins exploitation assistant Roger Clifford . . Chris Barber and singer wife Ottille Patterson to Hollywood for the start of its third U. S. tour of its third U. S. tour

#### Chicago

Clair Perreau orch signed up with Associated Booking and has been set to houseband at the been set to houseband at the Flame, Radisson Hotel, Minneapolis, Oct. 4... Jack Teagarden works the Cafe Continental here this week. Charlotte Politte Trio into Market Square, Lafayette, Ind. Sept. 26. Group is also down for the Caprl, Kokomo, Dec. 12... Judge's Chambers, new jazzery in East St. Louis, tapped Cannonball Adderly to start Nov. 9, with Ramsey Lewis Trio booked for Dec. 3-10. for Dec. 3-10.

Eddie Condon All-Star Dixieland Sextet in first engagement at London House. Dorothy Donegan goes into the room again Jan. 3 for three frames ... Nina Simone Quartet to the Lake Meadows restaurant here Friday (23) ... Capitol Records upped Barney Fields to singles sales promotion for the Chil-Milwaukee territory ... Clamcy Hayes & his Dixielanders booked for Sheraton-Jefferson Hotel, St. Louis, Oct. 17 ... Roy Liberto & his Bourbon St. Six into the Parkmoor, Louisville, Dec. 26 for a single stanza. Eddie Condon All-Star Dixieland

#### Hollywood

Singer Fred Darian has formed his own pubbery, Balladeer Music,

along with Alfred V. DeLory and Brunswick Expanding along with Alfred V. DeLory and Joseph Van Winkle ... Dave Barry set to record a second comical album for Liberty ... Fabian will cut a live "Fabian at Steel Pier" album during current stand for Chancellor ... Roger Williams next Kapp album is tegged affer his current "Temptation" single ... Nat Farber, music coordinator of Dinah Shore's Chevy Show, set Bec Records to arrange-conduct four sides for Maggi Woodward ... Don Ralke arranged - conducted new Joanie Sommers' singles for Warners ... Shelly Manne is opening a club locally called The Manne-Hole ... Chancellor is releasing a new album featuring both Frankie Avalon and Fabian and is tagged "The Hit Makers."

The Rover Boys (4), current with Diana Dors at Ciro's, set to ethosewits for Don Costa at United Artists in Gotham ... London's Ted Heath arrives here next month for

biscuits for Don Costa at United Artists in Gotham. London's Ted Heath arrives here next month for a cross-country band trek of U. S. Colleges. Dominic Frontiere and Alan Alch penned the title tune for "Marriage-Go-Round" for which "Marriage-Go-Round" for which Frontiere is composing arranging and conducting the score. RCA Victor's currently waxing his first album. The West Coast Music Men's golf tournament and outing at Indian Wells, Palm Springs, is Cot. 2, 3. Les Baxter will score American International's "Master of the World" which stars Vincent Price.

#### San Francisco

San Francisco

Mike du Pont opens his new Neve (ex-Fack's) with Duke Ellington's orch Sept. 26. Carmen Cavallaro opens at the Fairmont Sept. 22, following a week of the Hi-Lo's. Limeliters, who'd been scheduled to operate in Johnny Mathis Geary Theatre show in Frisco, apparently won't. Enrico Banducci, who's got trio for his hungri i, was willing to let trio double, but the rumor is that Mathis menagement wasn't amenable to this arrangement. Banducci, incidentally, is opening a delicatessen on the floor above his cellar, will call it "Münchy's Hungry Oy". Vince Guaraldi off to New York as June Christy's accompanist. Modern Jazz Quartet set for an Oct. 2 concert at the Currant Theatre. Bimbo Giuntoli celebrated his 29th anniversary as a nightclub entrepreneur the ton cerebrated in Sen anniversary as a nightchib entrepreneur the night Barry Ashton's new show opened at 365 Club...Andre Previn slated for pair of concerts, one in Frisco and one in Berkeley, at end of October.

### Philadelphia

Philadelphia

Victor Hugo, former bandsman and one time Paul Whiteman trumpter, rejoined the faculty at Roman Catholic High. Quincy Jones slated for Pep's, Oct. 18-22, following his return from a European tour... Nick Petrella, record shop owner and pop music columnist, named eastern promotion rep for Chancellor Records... Erv Bagley, recently field rep for Liberty Records, named sales-promotion manager for Audio-Fidelity Records.

### 'Rights & Writers' Clear Focus On Show Biz Law

On the heels of Stanley Rothenberg's excellent book on copyright comes "Rights and Writers," by Harriet F. Pilpel of the Greenbaum, Wolff & Ernest law firm in New York (and Variery contributor on the subject) and Theodora S. Zavin, a veepee of Broadcast Music Inc. It is indeed "a handbook of literary, and entertainment law." literary and entertainment law," as the subtitle states, covering libel, privacy, copyright, rights under copyright, protection of ideas, unfair competition, contracts, taxes, censorship. Dutton (\$7.50) is the publisher.

Both femmes know their stuff and have put it into bright, almost lay language. They've leavened the sometimes contradictory decisions with a matter-of-fact lingo which makes not only for easy understanding but good reading also. Variers is frequently quoted for its reportage of these show biz and allied "lively arts" decisions. Since byliners and personalities invariably figure in the sundry cases cited (songs, plays, tv libel and the like) this book on "Rights and Writers" has a contemporary zing and an audience-identification that is appealing. For the literati and the lawyers, of course, it's a must library addition, Abel, Both femmes know their stuff

### With Wilson's Manager In Exec Vice-Prez Slot

Brunswick Records, Decca subsid label which has recently Brunswick Records, Decca subsid label which has recently been releasing only one artist. Jeckie Wilson, is being reactivated as a fullscale disk operation with its own corporate setup. Under the new operation, Nat Tarnopol, Wilson's personal manager, has been named exec v.p. of Brunswick with other Decca toppers also serving as officers. The Brunswick exec lineup is as follows: Leonard W. Schneider, prexy; Martin P. Salkin, vice-prexy; Sydney N. Goldberg, v.p.; and Dick Jacobs, v.p. The distribution of Brunswick's line of expanded singles and LPs will continue to be handled through the network of Decca and Coral branches. Harold Orenstein (& Arrow) was legal rep for Tarnopol in the negotiations with Decca.

pol in the negotiations with Decca. It's expected that Tarnopol will be active in bringing in new talent to the Brunswick label.

### Rene Bloch Orch.Cops **Band Contest Round**

Hollywood, Sept. 20.

Hollywood, Sept. 20.

Rene Bloch's band won the American Federation of Musicians annual "Best Band" competition in the Los Angeles area, getting judges' nod over seven other orchs at Palladium. Consequently, Bloch's crew, currently working Havana Club here, will compete with other regional winners in San Francisco, Oct. 9.

Other bands in competish were Dave Wells, Pat Chartrand, George Andrews, Johnny Catron, Keith Williams, Joy Tryon Epps, and Jack Millman.

### Ella's 9-City Tour

Hollywood, Sept. 20.

Ella Fitzgerald kicks off her annual concert and nitery tour Friday (23) at Symphony Hall, Boston, She follows with dates in eight other cities plus an Australian trek.

Singer's seventh tour of Eu-rope has already been set up by Norman Granz and begins in March

### **AFM Trust**

Continued from page 55; withholding of royalty payments

by disk and film companies in California involved in litigation.

The Trust Funds were set up the disk and tv-film industries many years ago as trustee operations as a result of contract negotiations with the AFM which used the payments as buffer royalty payments as buffer against unemployment caused by canned music.

In recent years, however, work ing musicians have been squawking over the fact that the royalty payover the fact that the royalty pay-ments being made to the funds actually represented a diversion of money due them, As a result, suits were filed against the AFM and the Trust Funds by California-based tooters.

### Roulette

with the diskery, the defendants argued that to prove this claim Roulette would have to establish that the defendants had knowledge of the contract and that Roulette actually suffered damages from the appearance of Miss Vaughan on the CA label. Stanley Rothenberg, of Margolies & Heit counsel for Princess Production Corp., argued that the defendants had no knowledge of the Roulette-Vaughan pact. In addition, the defendants denied that Roulette would be damaged by the appearance of Miss Vaughan's name on another label. They listed a half-dozen labels now selling disks with Miss Vaughan, Rothman plans an appeal.

nothman plans an appeal.

Plaintiff's counter-argument was that it's common knowledge in the itrade than an important name artist, such as Miss Vaughan, are tustomarily under an exclusive to a specific company. The court so agreed, Irving Lemov was legal rep for Roulette.

### **UA Launching Comedy LP Line**

United Artists Records is moving into the comedy LP market with a new series of packages to be written by Arnie Sultan and Marwritten by Arnie Sultan and Mar-vin Worth, material writers for Steve Allen, Ray Bolger and other performers. Art Talmadge, UA Records v.p. and general manager, and Dave Picker, UA Records' exec v.p., have lined the writers up for a string of six LPs to be done by various performers.

Nations performers.

Initial set will spotlight comic Buddy Hackett in the role of a roving correspondent. Other comics lined up are Don Adams. Don Knotts and Gabe Dell. UA is planning to launch the comedy LPs learly in December with special packaging angles.

packaging angles.

Once the series starts to roll,
Talmadge figures that name
comics not now showcased on wax,
will be attracted to the UA label
because of the Sultan-Worth routines which could be extended
from the disks onto nitery floors.

### Cadence Can't Use Coda For Jazz Label: Preps LPs

Although Cadence Records new Jazz line is again without a name, general manager Bob Altshuler is continuing to line up product for the initial release. Last week Coda had designated as the tag for the new series but it was later discovered that there's a Coda firm already in existence. The original Coda is a small Latino outfit which makes disks primarily for the South American market.

On Altshuler's list for the Jazz

South American market.

On Altshuler's list for the Jazz kickoff are Max Roach's "Freedom Now Suite," and extended composition, and albums by Otis Spann, Richard Williams, Don Ellis and Nancy Harrow. Latter, a new thrush, will be backed by Buck Clayton and Pee Wee Russell. The new label: also plans to release jazz singles on a regular basis. The singles will be used as a promotional tool for the albums. motional tool for the albums

### NOTICE OF SALE

A.B.C. MUSIC CORP. BOGAT MUSIC CORP. BOURNE, INC.

NOTICE-18. HERBY GIVEN that pursuent to an order of the Appelet Division of the Supreme Court, First Judicial Department, all of the Issued and outstanding shares, of steel of A.B.C. unto Corporation, Boget Neurit Corporation and Bourne, Inc., will be self in separate Paresis, or as a it, at public auction in the Surrogate's Court, New York, Ne

financial statements and other information concerning the Companies may be crosured from the undersigned Executors at the ad-dress indicated below.

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### **CARMEN MCRAE**

Sept. 19 thru Oct. 2-BALI HAI CLUB, Portland, Oregon Oct. 6 thru Oct. 19-SLATE BROS. CLUB, Hollywood, Cal.

Oct. 23 thru Nov. 6-TOUR OF GREAT BRITAIN Nov. 10 thru Nov. 16-OLYMPIA THEATRE, Milan, Italy

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### BANQUET CAFES BOOK NAMES

### Coast AGVA Cracking Down on Mixing AGENTS PROMOTE Uncertain Future of Chi's Chez Paree Of Performers & Customers in Niteries

The local office of the American Guild of Variety Artists is cracking down on all nitery establishments in Los Angeles and the surrounding area that allows or compels performers to fraternize with customers. Union terms "fraternization" as drinking, mixing, soliciting, or enticing patrons to pur-

zation" as drinking, mixing, soliciting, or enticing patrons to purchase alcoholic beverages.

Decision to take more drastic action against violators was voted upon at a Sept. 14 membership neeting. At that time members complained that agents and nitery were hiring performers, not on the basis of their talent, but more on how much they consume in alcohol, and how amiable they could be to the payees.

The union has always had a by-

The union has always had a by-The union has always had a by-law prohibiting compulsory drink-ing in its charter. But the more stringent ruling, which takes ef-fect Oct. I. will now limit the per-formers to "just entertaining"— on the stage, and in between shows confined to their dressing

While the union itself would not ingle out any one particular group among its membership, it's understood that the tighter nomixing rule is aimed more heavily at the burlesque operators and the peelers. Latter have always been known to engage in socializing with the customers 'tween bumps and grinds. But whether the strippers are the primary target or not, the ruling will also be applicable to the more plush boites about town. In the past it wasn't uncommon to spot a name performer sitting-frout with a patron between acts. How the big names will react to the "no-mixing" clause will be determined in the near future. While the union itself would not

Action to be taken against violators will range from suspension, or permanent loss of franchise, of 35 minutes each. to fines. Irwin P. Mazzel, western regional director, and James L. Kelly, L. A. branch manager, break t down thus:

Any club operator or agent found guilty of enticing acts to socialize with customers will be cited to appear before local's exection or loss of franchise with the union. (AGVA performers are limited to playing only niteries that have working agreements with the minted to playing only niteries that have working agreements with the union.) AGVA members found in violation of the ruling are subject to suspension, in addition to being fined.

Since there is a State ordinance prohibiting the fraternization of performers with customers. Mazzei and Kelly have appealed to the state Board of Equalization, L. A. County Sheriff, and L. A. Police Department, for more cooperation in the crackdown. Mazzei said that the clampdown is for the good of the community as well as protection for the performers.

SAMMY DAVIS SET FOR COAST THEATRE TOUR Sammy Davis Jr. is embarking the common of the common

Sammy Davis Jr. is embarking on a hardticket theatre tour start-ing Oct. 25. He's been set for the Huntington Hartford Theatre. Hojrunnington harriord Theatre, Hollowood, for three weeks and follows with the Geary Theatre, San Francisco, for week of Nov. 15.

On the bill with him will be Bob Melvin and a line of boys and girls.

### Amus. Shares Worth

\$1,479,261,190 on NYSD in the legal speed limit, and had made every effort to avoid hitting the child who darted out on the child who darted o

### CNE's Canadettes Launch First Tour of U.S. Fairs

First Tour of U.S. Fairs

Toronto, Sept. 20.
Featured for the past five years
of the Canadian National Exhibition grandstand show, 24 of the 48
precision line of The Canadettes
open the Pennsylvani State Fair
Monday (26) at Bloomsburg for a
week's engagement with Edgar
Bergen starring. It is the first time
the Canadian dancers have gone on
tour.

tour.
Midge Arthur, choreographer of
the CNE, will be in charge of her
cut-down line. They will do a western circuit season and will take in
fairs at Winnipeg. Brandon, Calgary and Edmonton in tour to last

### **CNE Now Seeks Name Auditions**

Toronto, Sept. 20, le Canadian National Exhibi-will demand an "audition" of headlining comedian at the tion win demonstrated and the 22,000-seat Grandstand Show — if there is a "name headliner" chosen, in the future. Such is the decision of Hiram McCallum, g.m., following attendance loss blamed on Phil Silvers and his "Sgt. Bilko" role

here.
Headliners will have to provide a better idea of what they intend to offer in advance of any last-minute arrival for the dress rehearsal, said CNE spokesmen. Crutical conferences of authorities followed the disclosure that Silvers got \$50,000 for the six-night CNE chore of 35 minutes each.

### **Cues His Bowout There**

Memphis, Sept. 20.
Comes Mort Sahl, who was inked to appear in a one-nighter at the Auditorium here on Oct. 13, cancelled the performance and ancancelled the performance and another southern date because, he said. "y. material is too controversial." Sahl, who was being brought here by Front St. Theatre director George. Touliatos for a \$2.500 flat guarantee, has often taken several pot shots at the South.

#### **Coroner Absolves Dayton** In Conn. Auto Fatality

In Conn. Auto Fatality
Bridgeport, Sept. 20.
Comedian Danny Dayton was absolved in the auto death of a four-year-old girl, who was struck by Dayton's ear last month, by a Corpner Isadore L. Coller.
According to evidence presented it was found that Dayton was within the legal speed limit, and had made every effort to avoid hitting the child who darted out on the road.

# HIGHER BUDGETS

The niteries, which exist chiefly on banquet and catering business, are now going in for names after years of getting by with club date talent or little better. This increase in talent budgets is not the result of an accident, but the careful planning of the talent agencies which have become aware of the possibilities of that vast market. In the New York area, it's estimated that there are about 8,000 seats in the niteries that cater chiefly to banquet and catering business.

chiefly to banquet and catering business.

The wedge in some of the spots has been thin enough, but the percenteries feel that a start has been made and that this type of cafe will also join the ranks of niteries which atempt to buy important acts from them. Except for special occasions when spots were sold out completely with high-budgeted affairs, most of the spots have studiously avoided expensive bills.

However, the agencies point out that such bookings as Cab Calloway at the Golden Slipper, Glen Cove, L. L.: Larry, Storch at Carl Hoppl's, Baldwin; Jack Carter at the Town & Country Club, Brooklyn; and Domenico Modugno at the Bouelvard, Rego Park. L. I., constitute a sufficient start to have other similar operations punch up their sales potential with more important acts.

All these cafes. incidentally, must also compete for organization (Continued on page 68)

(Continued on page 68)

### Philippe Fined 10G: KO Tax Claim On 4 Other Years

N. Y. Federal Judge Gregory F. Noonan levied a \$10,000 fine on Claude C. Philippe, former banquet manager and veepee of the Waldorf-Astoria, who pleaded guilty to one of five counts for income tax evasion. In making this plea, the hotelier's attorney, former Federal Judge Simon H. Rifkind, stated he was doing this "to avoid the rigours and embarrassment of a long trial to many friends, former associates and members of his staff at the Waldorf-Astoria" where he had been 28 years. Philippe is now advisor to Zeckendorf Hotels Corp. and veepee and g.m. of the Commodore Hotel, a "Z" link. The veteran caterer who readily admits "about \$1.000.000 in gratuities" navigate through the office of an operation as extensive as is the Waldorf's banquet business. says he distributed these mandatory 15% service charges, and other tips and fees, to his aides on all levels. Fact that perhaps they may have failed to declare their end of the distribution figured in Philippe's decision to plead guilty without conceding that the amount claimed by the Government was correct. Perhaps the toughest count against Philippe was dismissed by Judge Thomas Murphy in May 1959—that of alleged "kickbacks"—and while the Government at (Conti ued on page 68) N. Y. Federal Judge Gregory F

(Conti ued on page 68)

### P tty Hutton Takes On Green As Personal Mgr.

# **Accents Tough Times for Big Rooms**

Old Miss. Riverboat

Draws N.O. Touritst New Orleans, Sept. 20.

New Orleans, Sept. 20.

The River Queen, last of the stern wheel packet boats that carried passengers and freight on the Mississippi River and which appeared in number of pix, is the city's newest historical tourist attraction. The four-deck, 237-foot vessel is permanently berthed at the Esplanade Ave, wharf and has a river museum, melodrama theatre, lounge and restaurant.

The vessel is equipped, and dec-

The vessel is equipped, and decorated in the fashion of the 1880s. Robert E. Wall, former executive assistant to Mayor deLesseps S. Morrison of New Orleans, is director, of the River Queen.

### **Cuffo Capers Hit** A.C. 'Ice Capades'

Atlantic City, Sept. 20. Attantic City, Sept. 20.

A great many people watched 
"Ice Capades" as John H. Harris 
broke in his 1961 version on the 
big Convention Hall ice rink last 
month, but too many of them got 
in without paying. So complained 
Harris, owner of the show, an annual here, to the City Commission.

nual here, to the City Commission. Harris said that many gained admission through a turnstile reported as faulty, and some even utilized the big hall's freight elevators to get a free seat. A. C. solons said that the ticket-sellers were hired by Harris, but the ticket-takers and guards were on the Convention Hall payroll. Frank McCue, acting manager of the big hall, was in on the conference. Harris made his complaint to City Solicitor Murray Fredericks before the show closed on Labor Day. Fredericks said that the matter was discussed with the idea of tightening up specifications for

fer was discussed with the idea of tightening up specifications for Harris' benefit in a new contract after 1961. The present contract has a year to go. Harris has broken his shows here for 21 years, war years excepted.

### Toronto's King Edward **Adopts Revue Policy**

Toronto, Sept. 20. With Jack Greenwald creating his first "Up-Tempo" revue here, the King Edward Sheraton adopts

his first "Up-Tempo" revue nere, the King Edward Sheraton adopts a show policy Oct. 17 in the redecorated Pickwick Room done in English pub style.

Director of the Toronto setup is Alan Lund, who staged the evening grandstand show this year at the Canadian National Exhibition here. He'll be assisted by Natalie Butko. dancer and assistent choreographer at the CNE grandstand show. Costumes are by Susan Mess, who does similar chores for the Canadian Opera Assn. here. Apart from the line-girls, who will also worked into the sketches, nucleus of the cast includes Dor. Francks, who heads his own shows in Toronto for the Canadian Broadcasting Corp., Frank Blanch and Maury Kaye.

Greenwald has also produced.

ry Kaye.

Greenwald has also produced his "Up-Tempo" ws in the Mount Royal Hotel and the Cafe Andre in Montreal, but this is the first time he has come into Toronto. There will be two shows nightly in a room that seats about 100.

Chicago, Sept. 20.

Shuttered most of the summer and still dark, the Chez Paree may count itself out altogether shortly. A decision is imminent. Previous word from the management of Dave Halper and Don Medlevine said the 28-year-old flagship would relight this Friday (23), after the original Sept. 7 preem was cancelled for lack of a suitable top headliner. Spot is still without an opener.

headliner. Spot is still without an opener.

It has been just that—shortage of rotent names—that prompted club to hiatus in the first place, and which has been its prime headache in recent. seasons. Medlevine's return last week empty-handed from a Coast pacting expedition height-ened the nitery's future as highly

ened the nitery's future as highly uncertain.

Complicating the Chez's woes are its tax arrearages. Few months ago, Internal Revenue slaped it with another lien—third within a year—this one for over \$25,000.

Diminuendo of the Chez puts into sharper focus the general hard times condition facing the big rooms—aside from the special situation of the resort and casino centres with their tax angles, etc. Fold of the Chez would knock the keystone room under the midwest nitery structure and end a night ub epoch that began in 1932 when Sophie Tucker opened the room. (She, by the way, made her last Chi stand—last fall—at the Palmer House Empire Room.)

Chi stand—last fall—at the Palmer House Empire Room.)
Chez was founded and operated for many years by Joe Jacobson and Mike Fritzel latter since deceased, who pulled out some years ago to incept Fritzel's restaurant at the edge of Chi's Loop district. Chez was taken over by a four-mon ownership, since dwindled to the Halper-Medlevine tandem. Spot has only one firm booking so far this season—a November date for Tony Martin and comics Ford & Reynolds.

### MINN. FAIR TOPS **MILLION ATTENDANCE**

St. Paul, Sept. 20.
Despite continuous rain its opening two days, necessitating the calling off of grandstand shows, and extreme heat and humidity the balance of the time, the 10-day Minnesota State Fair for the sixth consecutive year drew more than 1,000,000 patrons through the gates.

gates.
Attendance totaled 1,078,408 to make the 1960 exposition the third largest in size of draw in its 99-year history. This was exceeded only in 1958, when a record was set with 1,193,661, and last year when the figure was 1,129,738.

### Marie McDonald Finds AGVA Cold to Ad Lib Date

Hollywood, Sept. 20.
The Los Angeles executive board of the American Guild of Varicty Artists has-censored Marie McDonald for her impromptu guest appearance at the Cloister last republicant. month.

month.

At that time Miss McDonald quickly stepped in as a replacement for a show headlined by comic Buddy Hackett. Latter walked off stage after being annoyed by a heckler. Miss McDonald was censored because AGVA's bylaws prohibit any of its members to work a date without first being signed contractually to do so.

### Laine to Waldorf, N.Y., Replacing Patti Page

nightly in a room that seats about 100.

New Yorker Room Bows
The Golden Thread Room of the Hotel New Yorker, N.Y., opens Friday (23) with a lineup which includes Milton Saunders Orch, Ada Cavallo and the Bob Kasha Trio.

Hotel is also formally preeming its new grand ballroom Wedne day Laine is going into the Waldorf (28) with a celeb I neup here d by N.Y. Mayor Robert F. Wagner.

Replacing Patti Page
Patti Page, who had been on the verge of signing for an Oct. 17 date at the Empire Hotel Waldorf Astoria, N. Y., has pulled out of that stand and will now go to the Copacabana in January Miss Page played the Copa once previously some years ago.

Miss Page's spot at the Empire Room is being taken by Frankia Laine in his first date in that room. Its new grand ballroom Wedne day Laine is going into the Waldorf Astoria, N.Y., has a chart special page of the copacabana in January Miss Page played the Copacabana in January

### **AGVA Seeks to Void Dick Jones' Suit** On Landrum-Griffin Technicality

The American Guild of Variety and seek the restoration of the rists is now taking the stance board. Artists is now taking the stance that it comes under the purview of the Landrum-Griffin bill, thus reversing its traditional legal position that it doesn't come under rederal labor legislation including the Taft-Hartley Act. The new position is the result of a suit filed in Philadelphia y Comes under Title One. Two and Three of the Landrum-Griffin Act. In Philadelphia by Dick Jones one they are therefore seeking to void the suit on the ground that it was not properly served. Jones' counsel samuel Rappaport Jr., contends that the service is valid under Pennsylvania law inasmuch as a legitimate employee of the union accepted the paper.

AGVA is also seeking to void the suit on the ground that it was not properly served. Jones' counsel samuel Rappaport Jr., contends that the service is valid under Pennsylvania law inasmuch as a legitimate employee of the union accepted the paper.

AGVA attorney Harold Berg will be in Philadelphia next Tues. (27) to take depositions in the case. AGVA's motion to dismiss will be heard in October and, if denied, a December trial is probable.

that it doesn't come under either Taft-Hartley or Landrum-Griffin stems from previous U. S. Supreme Court decisions stemming from the Keith-Albee era that the entertain-ment business is essentially intra-state in character and its interstate aspects are merely incidental.

aspects are merely incidental.

AGVA is also seeking to void the suit on the ground that it was not properly served. Jones' counsel Samuel Rappaport Jr., contends that the service is valid under Pennsylvania law inasmuch as a legitimate employee of the union accepted the paper.

### **Vaude, Cafe Dates**

#### New York

New York

Eddie Elkort, General Artists
Corp. topper in foreign bookings,
planes to Brazil with Paul Anka
who'll play several dates in South
America. Julie London also took
off for Brazil for a series of television dates and a stand next week
at the Golden Room of the Copacabana Palace, Rio de Janeiro.
Hal March has re-signed with the
William Morris Agency. Herb
Schriner is resuming nitery dates.
He's signed for Mr. Kelly's, Chicago, Nov. 21 for three weeks.
Adam Wade goes into the
Roundtable, Nov. 7. Betty Grable
pacted for the Deauville, Miami
Beach, Jan. 9. Allen & Rossi on
the bill with her. Joe Candullo
to the Tropicana lounge, Las Vegas
... Alox & Dita Aldott pacted for
a string of nitery dates by Dick
Henry which winds up at the Town
Casino, Buffalo, Oct. 31. Domingo
Blanco of the Flamboyan, San
Juan, of a talent shopping trip in
New York.

Jane Froman's date at the Plaza
Hotel finalized for Nov. 9 for five

Juan, on a talent shopping trip in New York.

Jane Froman's date at the Plaza Hotel finalized for Nov. 9 for five weeks... Marguerite Piazza booked for the Shoreham, Washington, Oct. 4... Lobato Argentine Ballet pacted for the Chateau Madrid Sept. 24... Varel & Ballly to the Port St. Jean, Quebec, Nov. 9... Martha Raye goes into Sciolla's, Philadelphia with the Mello Larks, Oct. 3... Norton & Patricia signed for the Queen Elizabeth, Montreal, Oct. 10.

Oct. 3. Norton & Patricia signed for the Queen Elizabeth, Montreal, Oct. 10.

Gretchen Wyler inked for the international, Sept. 28. . Alian Dale headlined the Wagner College, Staten Island, Folklore Pageant, Sunday (18). Dorothy Myles now at the Hotel Henry Hudson Voyager Room. . Soocha Renay a returnee at the Chardas on the bill with Lia Della. Shura Devorine the new pianist at the Playbill Restaurant of the Hotel Manhattan. Smoothies current at the Elmwood Casino, Windsor, Ont., on a 10-day bill. . Ford & Reynolds booked for the new show at the Latin Quarter, Oct. 12.

Allan Drake set for the Frolics, Revere Beach, Mass., Nov. 20 and the The Trade Wind, Chicago, Jan. 12. Milton Berle booked for the Latin Casino, near Camden, N.J., April 10 for two weeks. . . Little, Dane & Mason move to the Living Room, Jan 9. . . Pergy Lee pacted for Basin St. East, Jan. 12. . . . Fram Warren to the Monticello, Framingham, Mass., Oct. 3.

### Hollywood

Hollywood

Elsa Lanchester's one-woman show plays UCLA's Royce Hall, Oct. 2. Ray Henderson and Don Dollarhide will accompany her on twin 88's... Clyde McCoy's Dixteland Band opens five week engagement at Marineland tomorrow (22).

Diane Booth, former Les Brown and Bob Crosby band chirp, opens at two-weeker at Dino's this week... Connie Francis pacted by the Las Vegas Sahara for three years... Fabian and Duane Eddy kick off a 30-day tour Oct. 2, in Milwaukee... The Pacific Jazz Festival in Honolulu, Oct. 7, 8, has lined up George Shearing's Quintet, Hi-Lo's, Cal Tjadev Quintet and Mavis Rivers... Judy Garland will do concerts in Paris, Oct. 5, 7.

### London

London

Chan Canasta, mind reader, is due at the Dorchester floor show on Monday (26) ... with Canasta will be Loc Zeffros, making their U.K. debut from Spain ... Jimmy Jacobs takes over production of the Gargoyle's new show, skedded for Oct. 3 ... Monty Jackson of the New Bagatelle has taken over the Marguerita from Nov. 1, the Bagatelle lease having expired ... Doubling at the Society and the Stork Room is U.S. singer Bobble Parker.

#### Chicago

Chicago

Dick Haymes and Fran Jeffries set for Mister Kelly's, Oct. 10-30. Same spot also booked Herb Shriner to open Nov. 20 for three frames. Rose Hardaway is on the Buddy Hackett bill current at the Trade Winds. MCAer Charles Warpell exited for Indianapolis, his wife's hometown, and possibly an indie percentery operation there. Enrico inked for the Colony Club, Omaha, Nov. 10-19. Andy Williams into Holiday House, Milwaukee, Nov. 7, and Freddie's. Minneapolis, Nov. 25. Holiday House also plucked. Phyllis Diller to open Dec. 5.

Roberta Sherwood, and Allen Drake open at the Trade Winds Jan. 12 for two. Margaret Whiting, and Dave Barry into Mister Kelly's Jan. 2-22. Mime Shai K. Ophir set for a Gate of Horn playback Nov. 1, for six weeks. Freddie's, Minneapolis, tapped Myron Cohen and Johnny Janis to start Oct. 10; Alan King and Peggy Lord, Nov. 11; and Vie Damone for Jan. 6. Dance duo of Nicki & Noel to the Chi Chi Club, Palm Springs, Nov. 23 for a fortnight. Jack Marshall booked for King's Club. Dallas, Nov. 14-25. Pompoff Thedy Family works the "Music Hall' feleshow Oct. 30. Thrush Linda Merrill set for the Rancho don Carlos, Winnipeg, Sept. 19, and the Colony Club, Omaha, Nov. 23. Patty Clark plays Rancho don Carlos Sept. 26. Johnny Gilbert to Eddys', Kansas City, Oct. 14 for two.

Annie Russell, the comedienne, signed for a two-week stand at the Gaslight Club to be followed by David Allen . Louie Prima & Keely Smith will make their Dallas debut at the Memorial Coliseum on Oct. 29. Mrs J. Davis Nichols, head of the Dallas Theatre Guild, signed the vocalists, along with Sam Butera & the Witnesses. They will also fill a one-night engagement in Houston on Oct. 28.

Nelson Eddy & Gale Sherwood will appear in a free show in the Cotton Bowl Oct. 10 as part of the 1960 State Fair "Shower of Stars."

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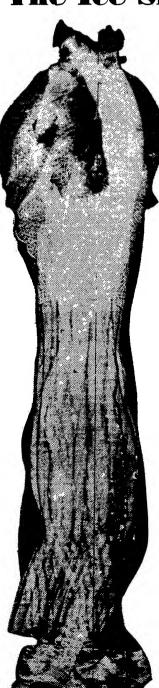
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LOUIS CALTA, New York Times

"Ronnie Robertson whose dervish like gyra-tions have a show stopping effect. He is properly spotted at the end of both halves of the show. IRWIN KIRBY, The Billboard

"Ronnie Robertson, in our book the greatest of all Olympic Champions, is out of this world when he turns on the fireworks to Verdi gems."

ROBERT COLEMAN, New York Mirrot ROBERT COLEMAN, New York Mirror

"... which brings us to Mr. Robertson, whom we shall dismiss with but a word, The most spectacular skater of all time."

ED WALLACE, New York World Telegram & Sun

"Through no error, Ronnie Robertson was billed as a star. This slim lad wound up the first act in a segment of operatic works with a rousing dance of blades that won prolonged applause from a capacity house."

JAMES DAVIS, Daily News

"He is easily the most exciting skater any-where."

JOHN McCLAIN, New York Journal-American

"Top Honors go to Mr. Robertson. Ronnie Robertson flashes away with show stopping honors."

JUDITH CRIST, New York Herald Tribune

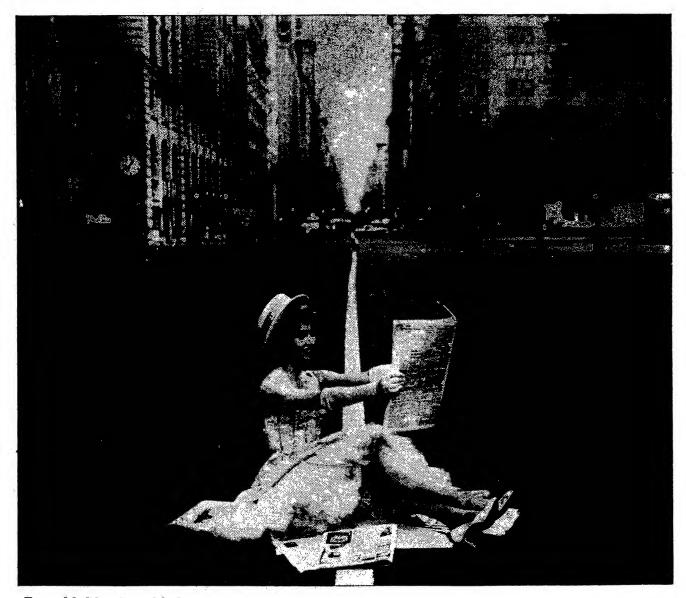
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# TRUDE ADAMS A SMASH AT GOPA



Formidable Songbird says Frank Farrell. "Scored magnificently... Tamed the noisy Copa dinner audience and tied it up in pink ribbons for Joe E. Lewis... She's a larking doll." Lee Mortimer: "Trude Adams tears the house down." Earl Wilson: "One of our most gifted performers. Her triumph is the greatest at the Copa since Eddie Fisher's debut." Louis Sobol: "A highly original style met with enthusiastic favor." Variety: "Podell has a solid booking in Trude Adams, an authoritative and personable songstress... gives them elan... and she sells to the hilt." Trude Adams: "Thank you Joe E. Lewis and Jules Podell—and Phil Silvers and Ed Sullivan:

Phil Farrell: Norman Martin: Gary Wagner: WILLIAM MORRIS.

### Joey Adams Reelected AGVA Prexy In Near Sweep for Bright Supporters

dent of the American Guild of Vadent of the American Guild of Variety Artists for a second straight term. defeating former prexy Penny Singleton by a vote of 1,971 to 1,060. Adams and most of the slate was supported by national administrative secretary Jackie Bright in this election which had virtually all the administration candidates getting the nod over the opposition.

For the nost of first vicentest.

the opposition.

For the post of first vicepresident, Johnny Woods defeated Paul Valentine, 1,507 to 1,188; Joe Campo defeated Russell Swann by 1,511 to 1,327 for second vicepresident; Candy Candido got the nod for third veepee with 876 votes defeating a Buddy Walker, runner up with 510 votes and Nick Lucas, Pat Patton, Dick Martin, Billy Lee and Joaquin Garay. Sally Winthrop was reelected recording secretary with 1,391 votes defeating Linda Compton and Peter Chan. Joe Smith ran unopposed for the post of treasurer and nabbed 2,220 votes.

votes.

In the balloting for national board members, there was only one setback for the administration, Rajah Raboid of Miami Beach getting the post of one of the eight delegates-at-large with 1,205 votes. Other elected delegates-at-large are Peter Chan, Bobby Faye, Jackie Heiler, Sid Marton, Senator Murphy, Joe Smith and Sally Winthrop.

Elected as national board mem Elected as national board member from Buffalo was Paul Benson with 981 votes defeating Eddie Dale Sr. and Renee Mathews. From Detroit, Al Tucker won over Blaze Fury, Tommy Timlin, and Red Ace. Miss Fury and Tommy Timlin are married. In Kansas



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City, Harry Otto defeated Daye Dawn and Charles Rankin; Dick Martin ran unopposed from Providence as did Vince Silk from San Francisco. In Philadelphia, Joe Campo defeated Harry Lewis by a margin of 1,609 to 754, and Johnny Gibson with 1,198 votes defeated Karl Wallenda as representative from Sarasota. Elections, completed last Friday (16) were again held under auspices of the Honest Ballot Assn. Under present constitutional provisions, national balloting obtains. A member may vote for board

A member may vote members from all cities. for board

### Obolensky in Farewell To St. Regis Via Party For Maisonette's 25th

For Maisonette's 25th

Serge Obolensky makes a sort of sentimental finale to the St. Regis Hotel, of which he was only briefly the president until sold last week to the Mexico-City-based Balsa Hotels (Cesar Balsa president), with a quarter-of-a-century celebration tomorrow (Thurs.) of the Maisonette. He opened this room as the Maisonette Russe, when his brother-in-law, the late Vincent Astor, had Col. Obolensky as managing director of the posh St. Regis. With the war years the Russe part was dropped and the Maisonette has continued as a highlight of the fall-winter social season in Manhattan. Obolensky will recruit as many of the yesteryear Russian knife-dancers et. al., for the event, to supplement the incumbent Fernanda Montel, who headlines.

Obolensky returns to the Hotel Drake, another Zeckendorf Hotel (a Webb & Knapp subsid). He is vicechairman of the board of W&K and was president of the St. Regis subsidiary corporation with his son, Ivan, executive veepee. Both had

and was president of the St. Regis subsidiary corporation with his son, Ivan, executive veepes. Both had financial investments in the hotel when taken over from the Astor Foundation, to whom the late owner willed it. Supposedly, some financing from the British branch of the Astor family figured in the Obolensky-Zeckendorf deal, as a means to keep "the St. Regis partially in the family" after Vincent Astor's death. or's death.

itally in the family" after Vincent Astor's death.

Pierre Bultinck, managing director of the St. Regis, will remain on in a similar post with the Balsa acquisition of the "operation control." This is under a 200-year leaseback (multiple-options) from the Kratter Realty Corp., owners of the "fee" (ground).

Operation control does not limit Balsa Hotels to continuing the 19-story, 600-room hostelry, erected in 1904. It could conceivably be converted into an office Building or other use, although Cesar Balsa, the 38-year-old hotelier who has five key inns in Acapulco and four in Mexico City (a fifth slated to open next year), has stated that management and operation will be undisturbed. He takes over Nov. 1.

Understood the Patino (Bolivian tin) family is Balsa's backer in the expanding hotel operations.

### Lou Clayton Memorial Award to Joey Bishop

VARIETY

Philadelphia, Sept. 20.
Comedian Joey Bishop was awarded the annual Lou Clayton Foundation Memorial Award for his humanitarian efforts at a banhis humanitarian efforts at a ban-quet held at Palumbo's here, Mon-day (19) by the Variety Post of the American Legion. Presentation was made by Clayton's lifetime partner Jimmy Durante. Other showbizites attending included Paul D'Amato, operator of the 500 Club, Atlantic City. Joe DiMaggio also attended the cutor.

Work of the Clayton Memorial Foundation was described by Jack Drucker, chairman of the group. He sald it was now seeking to line up volunteers to contribute to an eye bank, which would constitute the next phase of the Clayton Mem-orial Foundation. F. C. Schang, Columbia Artists

Management prexy, and veepee Humphrey Doulens were in Philadelphia on Monday to discuss concert tour by Durante, some dates to be as soloist with a symphony orchestra.

### **AGVA Defers Detroy Action** In Dunes' Row

Attorneys for the American Guild of Varlety Artists agreed last week not to "harass" Gene Detroy, of the Marquis Chimps, who is seeking an injunction to prevent the union from attaching his salary in lieu of a claimed debt to the Dunes Hotel. Las Vegas. Union's attorneys had asked for a post-typonement of the hearing on the temporary injunction pending arrival of further documents. Detroy's attorney stipulated that he would agree provided there were no further molestations of Detroy until adjudication of the case was made. AGVA attorneys accepted the stipulation.

Detroy is seeking to enjoin the union from attaching any monies earned by him to liquidate a claimed obligation to the Dunes Hotel. Detroy says there was no debt to the inn. Dispute arose when Detroy asked to be let out of the last week of an eight-week date at the hotel, in return for which he signed a contract for a subsequent date. He said the replacement act reported for work while he was at the hotel, to rehearse with the production. He was therefore surprised when told by the Coast AGVA office that he was being held liable for the week at \$1,250 and an arbitration would be held on the Coast office of AGVA.

Irwin Mazzel, western regional director of AGVA, processed the arbitration for the Dunes and Detroy was put on the unfair list. Detroy claims that he was being harassed by AGVA because he supported Penny Singleton for president against the administration-backed Joey Adams. Detroy claims that his manager is also being molested by AGVA for booking him while on the unfair list.

Ted Lewis Reopening

Attorneys for the such the coast AGVA affice that he was being harassed by AGVA because he supported Penny Singleton for president against the administration-backed Joey Adams. Detroy claims that his manager is also being molested by AGVA for booking him while on the unfair list.

Ted Lewis Reopening

### Ted Lewis Reopening Shoreham, D.C., Room

Shoreham, D.C., Room

Washington, Sept. 20.
Ted Lewis opens the Blue Room
season for the Shoreham Hotel
tonight (Tues.) with a two-week
engagement. Bookings through
Dec. 31 are mostly in one week
segments, and there are two holes
as of now, Oct. 11-15 and Nov. 1-5.
The policy will be continued of
closing Sundays and Mondays, with
one show nightly except for two on
Saturday. Bob Cross orch carries
into its third year.
Signed are Marguerite Plazza,
Oct. 4-8: DeCastro Sistera, Oct. 1822: Joe E. Lewis, Oct. 25-29; Marty
Allen & Steve Rossi, Nov. 9-19;
Jon & Sondra Steele, Nov. 22-Dec.
3: Guy Marks, Dec. 6-17; June
Taylor Dancers, Dec. 20-31. Allen
& Rossi and the two Steeles are
repeates from last season and both
booked for two weeks.

### Mathis' \$37,500, S. F.

San Francisco, Sept. 20.
Johany Mathis show at the 1,550-seat Geary grossed \$87,500 in eight performances,
House was sealed to \$5.50 top, \$6 top weekend nights.

Art Treffeisen Joins Mercury as Exec Veep

Arthur Treffeisen has joined Mercury Artists Corp. as an executive veepee. He'll be in charge of program development films and teevee. Treffeisen had been with General Artists Corp.

Frank Musciello, Merc's prexy, is planning branch offices around the country. He has already opened an office in Miami Beach and is slating a new subsid in Pittsburgh for next week.

### **Belly Dancing Shaking** Loose In Chi In Guise Of Rare & Ancient Art

Chicago, Sept. 20.
Belly dancing, formerly confined to Chi's "Greek Ghetto" spots, has busted out to the mainstem nitery

busted out to the mainstem nitery circuit here.

Vogue started less than a year ago with opening of the Kismet, and has since expanded to a new Grecian dinery called. Eros (occupying site of the whilom Ciro's restaurant). With Kismet as the weathervane operation, the ancient terp art seems to be catching on the convention trade.

Boniface Carl Sherman of the Kismet makes a stern distinction between the dance that traces back to biblical times and the bump-and agrind variation purveyed by Western-style exotics. Main problem, Sherman reports, is the scarcity of authentic exponents of the abdominal display.

He claims only about two dozen genuine imports are circulating in this country. which from the tal-

Pulco's Rodeo Date
Houston, Tex., Sept. 20.
Johnny Pulco & his Harmonica
Gang have been signed for the
1961 Houston Fat Stock Show &
Rodeo, to be held here in the Sam
Houston Coliseum from Feb. 22
through March 5.
The Harmonica Gang will appear
at all 19 performances of the
rodeo.

rodeo.

### **GAC Latin-Am.** Biz Up to 400G

Extent to which the foreig business of the various talent agen cies has grown is seen by the fact that General Artists Corp. has \$400,000 in bookings lined up ir South America during the forth coming year. Veepee Eddie Elkort. In charge of the foreign depart-ment, states that the work availabilities on that continent have increased considerably with television stations in many cities, acting as impresarios for concert dates.

To a great extent, Elkort says, the disks pave the way for the South American bookings by introducing new performers to that area. However, Elkort says, a top-selling platter is no longer enough. Since the buyers are primarily television stations, which promote dates in the cities in which the station is located, an act has to have proven successful in video, cafe and theatres. To a great extent, Elkort says,

video, cafe and theatres.

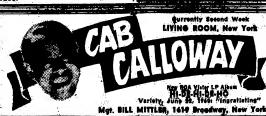
Elkort left for Brazil and Argentina Saturday (17) to accompany Paul Anka on a trip there. He'll be gone about 10 days. Elkort also went down about a month ago with Frankie Laine. He'll also line up prospective dates for other names, He has also been working on the formation of units for SA consumption. sumption.





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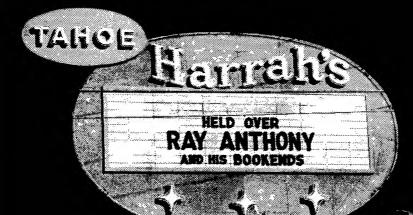
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San Francisco Chronicle

the Cloister

HANTIGHY DIES BOOKENDS

"RAY ANTHONY JOINS THE SINATRAS AND MARTINS IN THE ENTERTAINMENT BIG LEAGUES."

Jimmy Starr (Los Angeles)

SRO EVERYWHERE

CURRENTLY-HARRAH'S RENO TRIUMPHANT RETURN TO - SAHARA HOTEL, LAS VEGAS, SEPTEMBER 20TH.

PERSONAL MANAGEMENT FRED BENSON

REPRESENTATION



Walderf-Asteria, N. Y.
Rosemary Clooney with Buddy cole; Emil Coleman and Theo anick orchs; \$4 cover. Rosemary Clooney with Buddy Cole; Emil Coleman and Theo Fanidi orchs; \$4 cover.

Premiereing the new season of with ma the Waldorf's Empire Room' and between her first-time in this location. Rose-mary Clooney delivered with au- Latter her first-time in this location, Rosemary Clooney delivered with authority, personality and profession at sleekness. Erring perhaps by not doing five minutes more—one or two numbers—she left 'em hungry (usually a wise show biz credo) but her impact did warrant a little more generosity of repertoire!

Entering in flowing cape she kidded herself—'bet you thought I'm pregnant again'—making reference to their five children ("oldest one is 5 years") and, from then on supports her opening song by coming up roses with a socko songalog in the click Clooney manner. Pacing is good, shifting from rhythm to ballad to pop to standard to her trademarked "Come On-A My House" and finaleing with

ard to her trademarked "Come On-A My House" and finaleing with "Mickey Mouse Song." a salute to her (and Jose Ferrer's) kindergarden quintet.

den quintet.

If she lacks anything it might be some special new song or a pop of completely new genre. However, she registers with her standards to the hilt. Good assist comes from Buddly Cole, special planist-arranger-conductor ("on loan from Bing Crosby for these four weeks"). He in turn is given the usual expert backstopping by the Emil Colemanites. New relief band is Theo Fanidi.

Business good; ditto the Business good; ditto the same veteran stalwarts of the Empire Room, seasoned in handling the regulars and transients which the Waldorf attracts, under the capable maitre d' Louis Saccardi. Incidentally, banquet manager Clyde Harris whips up some real good groceries especially, considering the mass production. Slated to follow Miss Clooney Is Frankie Laine, Abel.

Statler-Hilton, Dallas
Dallas, Sept. 16...
Roberta Sherwood, Don Lanning, st DeLorenzo, Sonny Addie Graham), Earl Orch (10); \$2.\$2.50 Ernest Eddie Humphreys

Songstress Roberta Sherwood got the new Empire Room off to a hefty start last Thureda 133. The supper club reopened after a 10-week closing for complete redec-

orating,
Miss Sherwood uses minimum Miss Sherwood uses minimum makeup and a plain black cocktail dress in doing her w.k. repertoire, "Love Is Many Splendored," "Avalon," "I Remember You," "You Make Me Feel So Young" and some foot shuffling with "Take Me Along", and "Halleluiah." Overlong show of 65 minutes includes "Lazy River" with her tradenarked cymbal

dress in doing her w.k. repertoire, "Love is Many Splendored," "Avalon," "I Remember You," "You Make Me Feel So Young" and some toot shuffling with "Take Me Along" and some who remember Arthur Tracy, the foot shuffling with "Take Me Along" and "Halleluiah." Overlong show of 65 minutes includes "Lazy River" with her tradenarked cymbal banging, and then comes the requests and she obliges with another block of tunes.

A must in her songfest is "You're Nobody 'til Somebody Loves You," an offhand bow to columnist Walter Winchel, who discovered her in Miami. This time around she prings on her eldest teenage son, Don Lanning. Handsome baritone is a comer, neatly pi ing "I'm Gonna Steal You Away," "John Henry" and "Slow Boat to China." Lad ends his stint with "Girl of My 'preams" and, joined by mom, the pair belts the oldie in a fine duet. Lanning has easy stage presence and shows considerable promise. Miss Sherwood has her planist, arranger and conductor. Ernest DeLorenzo, this trip abetted by guitarist Sonny Spencer and drim mer Eddie Graham, and the trio makes it smooth sailing.

breaks it in.

He comes on singing "Marta" (which is very funny to all those who remember Arthur Tracy, the twenty found is her of the song who remember Arthur Tracy, the solv in soil cas a dog-bark specialist) tarist Sonny Spencer and drummer Eddie Graham, and the trio makes it smooth sailing.

New house band, headed by vo-calist Earl Humphreys, provides top showbacking and packs the

floor for terp turns.
Slapsie Maxie Rosenbloom is due Sept. 29 for two weeks

#### Ritz Carlton, Montreal

Montreal, Spet. 15. Sondra & Jon Steele, Johnny Gallant, Paul Notar Trio; \$1.50-\$2

tining this time around is better with material pretty evenly divided between the thrushing of Sondra and the pianoisms of Jon Steele. Latter shows to best advantage with his "Slaughter on 10th Avenue" about midway through set.

The handsomely endowed chirper is effective during a medley from "Sound of Music" and later when she teams up with partner for a collection of musicomedy faves. collection of musicomedy faves. Gabbing between numbers leaves a little to be desired and could be sharpened without losing any of the informality. A plug for their first platter click, "Mr. Happiness" is too long.

Paul Notar's combo gives usual good support and splits customer dancing sessions with house 88'er Johnny Gallant. Maitre d' Alex moves over from the Maritime Bar to take charge of the Cafe for up-coming season. The Steeles are in until Oct. 4. Newt.

### Crescendo, L. A

Hollywood, Sept. 14. lasie orch (16) with Joe. \$2.50 cover; two drink Count Basi Willi minimum.

can be no doubt that business at the Crescendo will be good the rest of the month since Count 's orchestra will be headlining bill

bill, with soloist Joe Williams.

The Count provides exactly the of fare that pleases in this

#### Pigalle, London

London, Sept. 14.

Shirley Bassey, Mary Allen &

Seven Rossi, Jo, Jac & Joni, Pigalle

Lovelies (10), Woolf Phillips and

Tony Scott's Orchs; minimum,

Britain's top sexy singer, Shirley Bassey, sheathed in an elegant closefitting gown, and backed by Woolf Phillips' orchestra, heads the new Pigalle cabaret show and showed herself once again to be a ball of fire and an accomplished putter-over of songs. But most of her songs have to do with sex and, in this instance, Miss Bassey tends to fling the s.a. at her audience instead of letting it exude provoca-tively. As a result, there is a lack tively. As a result, there is a lack of variation in her program and some of her: numbers prove disappointing. She would be wise to control her boundless energy and realize that belting a song is not always as effective as caressing it.

always as effective as caressing it.

On opening night she got away
to a good start with "Get Happy,"
and followed it with "They Can't
Take That Away From Me."
Kidding the audience that she was
nervous, which may or may not
have been the case, she then went
into a sentimental song from the
new West End hit musical,
"Oliver!" This was "As Long As
He Needs Me" which rates rather
more gentle and sentimental treatment than that accorded it by Miss
Bassey. The result was harsh and Bassey. The result was harsh and strident.

The Count provides exactly the kind of fare that pleases in this town and in this room in particular her theme and the state of the sta

Miss Bassey made a very healthy impact on her audience with her personality-plus. personality-plus.

She is preceded by an attractive lineup of girls and two speciality acts. Jo. Jac and Joni are irresisticity funny mimes and crazy musicians followed by Marty Allen & Steve Rossi, from the Perry Como show. This act, rather reminiscent of the type of entertainment of the type of entertainment of fered in the old days by Jerry Lewis & Dean Martin, is overlong but scored some useful vocks. but but scored some useful yocks Allen's impersonations are swif and anusing though perhaps over-ly American for Butish audiences, while Rossi's singing has considerable charm. Keynote of the act is mostly carefree comedy, but Rossi scored excellently with his aria "Pagliacci."

Beaton as her musical director.

Woolf Phillips' orcnesua
Tony Scott's Latin combo provide
good, varied dansapation and the
new Pigalle show looks a success
Alchy Rich,

Kansas City, Sept. 16.

Somethin' Smith & Redheads

), Billy Williams Orch; \$1.50 \$2

There is always strong interest in the booking of Somethin' Smith & the Redheads into Eddys', and this fortnight measures up to all this fortnight measures up to all expectations. Three take over for 45 minutes in their accustomed manner, offer some staple oldies and a flock of new works and generally make it a jolly evening in the Eddy establishment. A sort of rapport operates between the threesome and the deluxe Eddy room to make it like old home week.

week.

In the way of new numbers they kick ? with "I'm Alabammy Bound" and, include a special bit, "Manhattan Playboys," a parody of "Carolina in the Mornin" and "Casey Jones." There's much kidding of music and situations while they give out with the songs, registering with their recorded versions of "My Baby Just Cares for Me." "The Simple Life" and "It's a Sin To Tell a Lie." Each also has a chance to swing out solo, Smith on a hot banjo, Bill Fontaine at the a hot banjo, Bill Fontaine at the piano and Major Short on string bass. Act is in its fourth stand here, an indication of its popularity.

Stays through Sept, 22. Quin.

### hungri i. San Francisco

San Francisco, Sept. 13.
Louis Nye, Limeliters (3), Olga
Sbragia, Richie Crabtree Trio, \$3
admission.

Louis Nye is a new act and is reviewed as such in that category.
After this show's opening night,
Nye went on second and the Limeliters followed him in the top slot.

Limeliters consist of Lou Gott lieb, bass. Alex Hassilev, banjo, and Glenn Yarbrough, guitar. They all sing well; Yarbrough has an exceptionally fine, sweet light tenor voice. They have a fine, egghead comic in Gottlieb, who used to do a comedy single. And they have about the strongest material of any of the "Glenk" groups, thanks in of the "folknik" groups, thanks in part, at least, to Gottlieb, who owns a doctorate in musicology from the U. of California.

Group comes on with "There's a Meeting Here Tonight," then do a riotously funny number about a city boy, transplanted to the suburbs, who walks into the wrong tract home. They follow with a light, pretty song about French monks, featuring Hassilev, knock out: "When I First Came to This Land" (featuring Yarbrough) and punch over "If I Had a Hammer" (this is preceded by Gottlieb's funny account of the flop records made of the song before the Kingstons recorded it successfully). Gottlieb next is featured in "Have Some Madeira, M'Dear," and group winds up half-hour stint with "Travelin" On."

Limeliters have sharpened and

Limeliters have sharpened and heightened both their music and comedy in 13 months since they broke in act at the hungry i and appear to be at the point where, with one hit record, they could be-come a top headline act.

attention. One of the barbershop come a top headine act, items is done sans band backing for real minstrelsy effect. Another mitt-producing chore gives a rock it roll handling to oldie "Clementine."

Session is nicely staged and dressed and is solid for ty, radio, disks and niteries.

Gorm.

come a top headine act.
Olga Sbragia provides a clutch of pleasant enough Italian songs as a curtain-raiser and Richie Crabitary and Dean Riley on bass furnish good between acts jazz Show clocks and niteries.

Gorm.

Merry Widon, produced by Stanley Melba, with Jimmy Carroll, Ronnie Cunningham, Larry Douglas, Wilhur Evans, Victoria Sherry; Franz Lehar operetta (Sadlers Wells version by Christopher Hassel) adapted by Melba and Dolores Pallet; directed by Miss Pallet; lighting, Leslie Wheel; musical director, Jimmy Carroll, orchestra conductor and arrangements Lee Hulbert; opened Sept. 13. '60 at Cotillion Room Hotel Pierre, N.Y. Hotel Pierre, N. Y.

Stanley Melba who clicked with Stanley Meloa who chicked with his salutes to name songsmiths. I'An Evening With—'', as an economic exigency to get around the competitive bidding for names which priced the Cotillion Room's talent budget out of business, appears to have done it again with his pears to have done it again with another nitery innovation—minia-ture operetta and musicomedies. 'Merry Widow' kicked off the new policy, to be followed by "Vaga-bond King." ("GIr Crazy," "Good News" and "Pal Joey."

This is the musictentshow idea to a cover charge and with a hangto a cover charge and with a hang-over. The booze&legit mating, heretofore limited to the Louis Sherry bar in the Met, may be sneaking into the Gotham scene via the backdoor of a nitery floor-show. Actually, of course, these miniature legit musicals, all i modern dress and sans costuming, are most sketchily string together by a fragmentary "book." but it's sufficient unto the purpose thereof. Most, of the principals—they're.

Most of the principals—they're-billed alphabetically, a wise pr fessional exigency—are no strang-ers to the Cotillion Room through the past two years of "Evenings With the sundry composers—Her-bert, Rodgers, Porter, Berlin et al. Victoria Sherry makes her debut in the title role.

In the title role.

Cast's musicomedy and operetta credits, under hardtops, openair and canvas auspices, are very professional, as The Playbill program indicates. This "legit" theatre device gives the new venture an added cachet, and, incidentally, opens the niteries as a new audience target for theatre program ad-vertisers.

The Lehar melodies, of course, The Lehar melodies, of course, perennials and "Merry Widow" is an inspired feeoff. Jimmy Carroll asks the audience to imagine "the Cotillion Room is Maxim's" and then unfolds the now familiar and then unfolds the now familiar and sometimes naive plot about the the scheming baron (Evans) and romantic Count Danilo (Douglas). Carroll steps off the podium, where he has been conducting the dance band, into the "plot" action, and Lee Hulbert takes over conducting. The Melba-Dolores Pallet adaptation is duited and heart the statement of th The Melba-Dolores Pallet adapta-tion is fluid and keeps the entire proceedings to under an hour. Miss Pallet's staging is expert, as ar all the performances. There is an easy tongue-in-cheek approach to the "plot" which makes it comthe "plot" which makes it com-pletely palatable for all concerned —customers and cast.

Modus operandi of royalty is a \$250-a week package deal (Tams-Witmark); costuming is minimal, being in the "modern" motif; shows change monthly. Abel.

### Shamrock Wilton, Ho't'n Viguston, Sept. 14 Carol Channing, Paul Neighbors

Orch (10); no cover or minimum.

Miss Channing opens the fall season at the Internation Club's Continental Room at the Shamrock Hilton to sellout business. The singing comedienne has about the same show she did on last appearance here nearly two years ago, highlighting her standard begoff "Diamonds Are a Girl's Best Friend," the whistling "Cecilla Sisson," and the flapperish "Yahoo Step."

This season she has added some offbeat numbers, doing "Cup of Tea," "Darned Fine Funeral," "Teenie Weenie Nest." "Love Is a Sickness," and her beatnik babe bit. "Switch Blade Bess." She also does familiar parodies of So Tucker and Marlene Dietrich.

Comedienne's show runs 70 minutes, mainly because of her 10-minute curtain speech. Paul Neighbors orch supplies top accompaniment. The Gene Pringle Quartet alternates and plays the International Club Lourge.

alternates and plays the International Club Lounge.

Booker Gene Whalen has lined up an imposing list of shows, with the next five to play here being Nelson Eddy & Gale Sherwood, Ken Murray & Marie Wilson, Red Buttons, Marguerite Piazza, and Roberta Sherwood, Miss Channing exits Sept. 21.

### **New Acts**

LOUIS NYE Comeay 25 Mins.

Fresh from tv. Louis Nye is hitting the nightclub circuit with a routine which is still rather tentative but may shake down as he broke it.

breaks it in. He comes on singing "Marta"

### Songs 20 Mins.

Club Oasis, Toronto

Since recent resignation of Al Hunt, quartet of 'Debby and the Diplomats' has become the har-Diplomats' has become the har-mony trio of Debby Kelley flanked by Howard Berhalter and Bert

Hanson.

Curvaceous blond in blue metallic gown and two boys in dinner jackets open cold in "Best Things in Life are Free" and then run Sondra & Jon Steele, Johnny Callant, Paul Notar Trio; \$1.50-\$2 cover.

The Montreal season opened officially when the Ritz Cafe of this topflight hostelry teed off their 12th year with Sondra & Jon Steele in the top slot.

Although decor of room remains basically the same, a new gold, scarlet and white entrance plus snew lighting and canopy for the musicians does much to enhance overall appearance. And the songs of the Steeles maintain a sophisticated atmosphere.

Duo teed off room at same time large properties of the Steeles maintain a sophisticated atmosphere.

Duo teed off room at same time large properties and lustiness to their large properties. Things and nice are "a must of voice control, comments with plents with plents and nice pipes, have stanza that collect mines." Sweet Oldfashioned Girl. When we will be properties are large properties and pirouettes to fine effect. (She is the daughter of The Waltons—Jules and Joanne—who, since the general demiss done sans by the control of the standard properties. The same in the part of the Stylers, throw with plents with plents with plents and nice pipes, have stanza that collect mines. The Stylers, throw with plents the collection of the Riverside and nice pipes, have stanza that collect mines. The stylers are and nice pipes, have stanza that collect mines of the Steeles maintain can be properties. The street with fingers mapping and and nice pipes, have stanza that collect mines of the Steeles has for "Shake, Rattle and Roll."

Interpolated is Miss Kelley's big number, "Sweet Oldfashioned Girl." which shows off her li-kick dancing ability and pirouettes to fine effect. (She is the daughter of the Waltons—Jules and Joanne—who, since the general demis did disks and niteries.

Both boys lend lustiness to their did nice pipes, have stanza that collect mines of the stance of the stance

harmony work and solo stepouts with girl a standout in alternat harmony work and solo stepouts, with girl a standout in alternating her thrilling and lowdown belting, plus her dancing and acting ability. Threesome works hard and had no difficulty in scoring immediately with the customers. Arrangements are by Warren Knobel. Not mentioned to the patrons that songsters have bed two combel. Not mentioned to the patrons that songsters have had two command performances before President Eisenhower and have also played some of the lush niteries in the U. S. On voice calibre. looks and wardrobe, 'Debby and the Diplomats' are okay.

BARBARA STREISAND Bon Soir, N. Y.

Bon Soir, N. Y.

Cameo-faced chantoosie Barbara
Streisand, making her cabaret bow
in this sophisticated Greenwich Village cellar, has a warm and sharp
set of pipes in the musicomedy
style and brings off a book of
standards with better than average
projection. But she's missing a
good bet with material that isn't up
to her obvious comedic falents. to her obvious comedic talents.

to her obvious comedic talents.

After a shaky start, she warms the audience to a beg-off close, and the response primarily to seemingly unconscious mannerisms and gestures that are touchingly funny. On sight, Miss Streisand is a looker, but with a whimsical air which is heightened by a black-sack gown and piled-high hairdo, More sophisticated items in the catalog would contrast nicely with the sweet ballad style.

Bill.

STYLERS (3) Chaudiere, Ottawa

Chaudiere, Ottawa

The Stylers, three young men with plenty showmanship savvy and nice pipes, have a slick chant stanza that collects mitting for the stanza that collects mitting for the stanza that collects mitting for

statiza that contents mitting for each item. Backed by okay arrange-ments, threesome deals a varied routine that covers modern and barbershop, latter bits getting most attention. One of the barbershop items is done sans band backing for

### Beverly Hills, Ciney

Cincinnati, Sept. 16. Georgia Gibbs, Marc Antone & Jackie Curtiss, Moro-Landis Dancers (3), Charlie Hines, Gardner Benedict Orch (10), Jimmy Wilber Trio, Larry Vincent; \$3-\$4 minimu \$1-\$1.50 cover.

Georgia Gibbs, back for her eighth date after a four-year lapse, supplies a relaxing change of pace for this plushery's regulars following rousing two-framers by Ken Murray and Milton Berle, Her nibs is supported by is supported by newscomers An-tone & Curtiss, young singing comics, and the location's dependthe Moro-Landis line in an excellent military precision opener and backstopping by Gardner Bene-dict's combo.

dict's combo.

The mite chirp with mighty pipes, fetching in a blue knee length gown, registers hit parade length gown, registers are varied returns during a half-hour varied Kicks off with "Today returns during a half-hour varied repertoire. Kicks off with "Today I Love Everybody," which had opening night ringsiders finger, popping. Later they were chorusing "Balling the Jack" and shouting for more after the Gibbs golden diskers. Kiss of Fire" and "Rockabye My Baby," and begoff. Antone & Curtiss, striving in the modern trend of male team funsters, encountered difficulty in getting through at their Beverly Hills

Dorothy Shay & Her Kinfolks ar-rive Sept. 23. Koll.

#### Celebrity Room. Philly

Philadelphia, Sept. 14. Jackie Kannon, Arthur Lee impkins, Jack Curtis, Buster Bur-ell Line (6), Al Small's Orch (5); nell Line (6) \$5 minimum.

The new nitery season in Philly teed off with an old favorite. Arthur Lee Simpkins, who got his start here with a phenomenally-long run at the old Walton Roof. Tenor's, pipes grow mellower, and his head-tones richer, with each tends slipes grow meinower and his head-tones richer with each successive visit. Partial to classi-cal, semi-classic and religioso lilts. Simpkins has savvy to break up concert fare with two rousers, the rocking "Personality" and the rocking "Personality" and the Dixle "Saints Come Marching." Showlest bit of vocalizing is an aria from "Tosca" and he uses his falsetto to best effect in a nostalgic Nanoliting mediant. Neapolitan medley. Religious items, "Message of Bernadette" and the done-to-death "Eli Eli" slow dow act already top heavy with operatic and foreign language

numbers.

Jackie Kannon, who clicked in first appearance at the Celeb-last Spring, uses world affairs rity last. Sping, uses world affairs, for barbs and bits. In addition to the Three R's—rockets. Russia and Red China—he adds a fourth, rock. 'n' roll. with a takeoff of an Elyis, type which permits some games song titles and verse. Kannon gets biggest vocks in "Itsy Bitsy Biki."

biggest yocks in "Itsy Bitsy Biki i"
turn, which employs dark-haired
cutie Miriam Judah as a briefly
clad straightwoman.

New line of Buster Burnell girls
prances through two routines,
piped along by Jack Curtis, local
floor show yet to the impecable
backing of the Al Small orch.

Gagh,

Vivienne Della Chiesa has the distinction of being one of the few performers ever to repeat within the year in the handsome confines of the Salle Bonaventure in this

Hilton-operated inn.
And this attractive blonde thrush
repays the managements' choice in repays the managements' choice in spades as she wows near-capacity crowd every night with a hefty 45 minute songfest that cover all tastes and ranges from a simple ballad to a fanciful arrangement of an Italian love song with oper-

A multilingual performer, Miss Peter Daniels and J Della Chiesa uses her fine voice with taste and a hep sense of show-ground jazz stylings.

manship. manship. Bobby Kroll's fine arrangement of "September Song" makes a socko showcase for song-stress and she moves from this evergreen into a French group with ease and polish. Femme develops a cordial feeling with ringsiders during session without resorting to anything as obvious as audience participation routine and she maintains this friendly atmosphere throughout. For present ophere throughout. For present four-week engagement, Miss Della Chiesa besides her ow pianist Tony Romandini who is particularly effective during her Spanish and Lalian numbers. This combination ly effective during her Spanisn and Italian numbers. This combination plus Denny Vaughan's capable ag-gregation adds up to topdrawer en-

Hollywood Hollywood Sept. 16.
Earl Grant, Traian Boyer, Geri Galian Orch 19); \$2.50 cover, two drink min.

popping. Later they were chorusing "Balling the Jack" and shouting for more after the Gibbs golden diskers. Kiss of Fire" and "Rockabye My Baby," and begoff. Antone & Curtiss, striving in the modern trend of male team funsters, encountered difficulty in getting through, at their Beverly Hills bow. Personable and neat in dark dress, the young men display vocal talent and a bent for comedy, although, off base with present material.

Antone, as straightfi, sells a swinging arrangement of "Sorrento" and his partner does a neat obo with carbons of Eckstine. Tony, Martin. Pearl Bailey and Belafonte, while doing hypnosis clowning in Lord Fauntleroy giddap. Standout bit is the Curtiss takeoff of a drunken pilot.

Intermission dance music is by the Jimmy Wilher Trio. Larry or Malaguena."

Not.

Mortin Min.

Booking of Earl Grant, along with holdover hypnotist Traian beyer. Mayes for a surefire show with holdover hypnotist Traian beyer. Mayes for a surefire show that should pay dividends for the cloister Grant's act is primarily seame hopic grant's act is primarily seame hopic some months back, and understandably so. You don't alter winning formula!

Although Grant's opener (14) wasn't too noticeable, nor did the patrons mind. Instead they resonded with continuous applause. Whether stooling it on the Hamiltonian to make the propers the audience with pop and ballads that are enhanced by his younger brother, Bill, on the skins. Latter shows off his ability with some particularly rightmic-bullet, like stick action o' "Malaguena."

The Decca recording artist does a read to make the propers of the stripe of the propers of the stripe of the propers of the propers of the stripe of the propers of the stripe of the propers of the prope

on "Malaguena."

The Decca recording artist does some of his disk hits, "Old Man River," "The End," "Fever," and "House of Bamboo." Also to his credit are the exotic bird calls he key-notes while playing "Ebb Tide."

Boyer, who put Las Vegas in a trance with a successful run at the Dunes Hotel, is a good contrast to the musical Grant. The handsome silver-haired hypnotist spellbounds petrons via volunteers who soon find themselves in slumberland. Boyer admits that only those cooperating will be ut under his spell

Geri Galian's house band is up to its usual good level. Kafa.

### Bon Soir, N. Y.

Jimmie Daniels, Barbara Strei-sand, Phyliss Diller, Tony & Eddie, Peter Daniels, Three Flames; \$5

Except for singer Barbara Streisand (see New Acts), the lineup at Greenwich Village's darkest and plushiest cellar is solid with returning favorites, who had the customers baked up into the street at 1:30 am. Saturday (17).

Disk pantomimists Tony & Eddie: who've been playing the club for nearly a decade, render tablesiders just about senseless in descration of record upon rec-

a desecration of record upon record. It's a long turn that doesn't build, because the boff plateau is climatic from the start and holds up all the way through. Chain of murderously ludicrous burlesques Queen Elizabeth. Mont?

Montreal, Sept. 14.

Virienne Della Chiesa (with
Serge Garrant & Tony Romandini).
Denny Vaughan Orch (11). Louis
Bannet Trio; \$2.50.\$3. cover.

Alfred Hitchock's "Phycho." Guys employ every cornball sight gag in the book but their timing is so deft and the wit so sharp that no-

On the night caught, comedienne Phyliss Diller had to pick up the fractured aud where Tony & Eddie laid them out, which she managed icely with her familiar grotesque monologue. She's a pastmaster of the punch-over-punch line that sends the imagination to far out places

places.

House singer Jimmy Daniels opens and scores solidly with a catalog of show tunes. Plano man Peter Daniels and Three Flames fill the interims with pleasant back-

Basin St. East. N. Y.

Betty Hutton with the Don Williams Singers (5) Sy Oliver Orch (15). Charlie Shavers Quartet; \$3 cover.

Betty Hutton represents change of direction for the immensely hot Basin St. East at the moment. The spot has been making it big with Jazz figures, and now comes a headliner who represents a different wing of show biz sents a unierent wing or show biz.
She's essentially an entertainer
working through the medium of
song and comedy, and a highly
talented performer at that. Miss
Hutton's last appearance in New
York had been at the Palace, where gregation adds up to topdrawer entertainment.

Between shows, the Vaughan short run at the ill-fated Cafe de orch splits dance interludes with Paris, a couple of years ago.

Louis Bennet's combo. Newt.

Cloister. Hollywood

pace for both parties, but it seems a welcome one at that. She gets a generally hipper, audience here, and the regulars here get a representative view of more generalized entertainment.

There is little doubt that Miss There is little doubt that Miss Hutton made a generally favorable impression although mechanics of her art still have to be oiled at several spots. She shows herself to be a perfectionist, yet at times irritations at mechanical failures cause her to forsake her turn and go for the spontaneous laugh. Miss Hutton was not in ton physical go for the spontaneous laugh. Miss Hutton was not in top physical form at her preem. She spoke of plotting the lights at 4 in the morning when one of the spots conked her in the eye. As her makenp wore off, a small shiner was evident. A good night's sleen, and it's likely that she'll be in complete control of the situation.

Yet her skill as a singer and comedienne comes through on a comedianne comes through on many occasions. Her act shows long rehearsal and care. In depict-ing the tunes of the band era, she imparts: a sense of reverence to a golden age in show business. Her "Salufe to the Blues" similarly similarly Salute to the Blues" shows an adulation for some of the great times of a former day, and she gives a healthy nod to comedy with her lampoon of the wellstacked girls.

She also scores with a reprise of times associated with her. Some of them, in answer to requests from the floor, had to be immro-vised by the hand. Much of her language, incidentally, means, cer-tain unladylike things for the hip-sters.

Boyer admits that only those cooperating will be ut under his
spell.

His act maintains good interest
and excitement via the "sleeping,"
beauties" that obey his orthodox,
requests. For the unconvinced,
Boyer with permission, puts
volunteer in a rigid prone position and though she's supported
only by two chairs—stands on her
body.

Geri Galian's house band is up
to its usual good level: Kafa.

Part of the Hutton retinue is the Sy Oliver band. She pays for this large outfit, which has an instrumentation of five, reeds, seven brass and three rhythm. Oliver is one of the more renowed arrangers in the business. With the new outfit, he has a solid, fullblown sound reminiscent, of the hig hand era. nt. ne has a solid, fullillown sound reminiscent of the big band era, but with the more sophisticated musicianship of this day. Many of the tunes in his regular set are of that period; but both the tunes and music remain modern, timely and as potent as ever.

Charlie Shavers backed by b pet range and has the flair for drui and brass has a wide trumcomedy interpolations.

### Harolds Club, Reno

Reno. Sept. 14.
Rusty Draper, Lucille and Eddie
Roberts, Freddy Morgan & Idiots,
Don Conn Orch (5); no minimum or cover.

Harolds Club intimate Fun Room is proving to be tailormade for Rusty Draper, his guitar, and his varied catalog. In this four-weeker, Draper could easily become established with the local saloon set. He's personable, the format includes and participation, and he works with a homespun and he works with a homespun and he works with a homespun to good effect. ease that matches to good effect his selection of titles.

What there's lacking in areas, he makes up for with aster of areas, he makes up for with experies.

that uberance and a savey presentation. The drama
far out, Keeping it uptenpo for most of
the full turn, he opens with cessary to tre
Daniels "Sunny Side of the Street," then
with a essays such as "St. James In
ino man firmary," "Bill Bailey," "Begin the whole charm
ing. Durant
Flames Beguine," and "Freight Train."

Bill. he ins good hand with guitar and and delicacy.

banjo talent display along with

banjo talent display along with the vocal offerings. Singer tends to go somewhat heavy on the comedic stuff, but the personality offers big assist in getting to tablers.

the personality offers big assist in getting to tablers.

Lucille & Eddte Roberts, no newcomers in this area, continue to score with their mentalist routines—with she asking the questions from behind a blindfold on stage, and he walking through audience. The act is tops for its kind, and fits the room perfectly. Freddy Morgan mixes comedy with banjo to capably hold the opener spot. He's backed by Jimmy Allen on trumpet, Cindy O'Hara on vocals, and a sax, drums piano, and string bass. He strums his own composition. "Hey, Mr. Banjo," for top endorsement, and does a classic rendition for banjo on "Melody in F." For visual gag stuff, he works well with Allen and Miss O'Hara in an impresh of Prima-Smith. The femme, a looker, goes it alone at the nike for a couple of numbers for so-so reaction.

Don Conn. who's becoming a reaction.

Don Conn, who's becoming a regular for the house band chores.

capably backs the headliner and serves as emcee. Full show makes for an hour-plus of good enterr-plus of good Bill runs d enter-through Long. tor a.. rainment.

### Imperial, Atlanta

Atlanta, Atlanta
Atlanta, Sept. 12.
"Pointblank 60" with Buddy Williams, Jo Adams, Beverly Austin,
Texie Waterman, Sue Wilson,
David Heath, Jerry Kirkland,
Johnny Bachemin; Freddie Azar's
Brutones (5); \$5 minimum.

Chick Hedrick's Domino Lounge patrons, accustomed to customary night club fare of an emcee, a singer and/or an acro terp team, plus an exotic, are little prepared for the revue-type show brought in by Johnny Bachemin, who has produced similar shows in Dallas and other spots throughout the country. country.

Bachemi

Bachemi is a planist-dancer-singer who does all of them well. He does a good job of selling a song, but he really shines when it comes to dancing. His fast and furious stepping is a surefire show

stoper.
Show, colorfully costumed, gets off to a fast start with company doing a song-and-dance routine to "Big D." Thrush Jo Adams sings Big D." Thrush Jo Adams sings Wonderful" and is followed by Texie Waterman, Sue Wilson and "Wonderful" and is followed by Texie Waterman. Sue Wilson and Beverly Austin in a comedy song skit, "Like a Mink." Throughout show all members of cast wander on and off with a

series of laugh-getting cracks, reminiscent of blackouts of burly-

reminiscent of blackouts of burly-cue days, with blue material sub-ordinated.

Miss Waterman (show's chore-ographer) and Jerry Kirkland do a swift dance act, with acrobatics, to "You're the Top." and get a big hand, and Miss Adams returns to Score with a number called "Black Coffee" and "All of Me." Bachemin, in closing spot. does

a full 20 minutes of piano banging warbling and hoofing and winds up

drinning wet with perspiration.

Show runs one hour and 15 minutes and Bachemin revamped it after first night.

Lucc.

### Other Room. Frisco

San Francisco, Sept. 15. Sulvia Syms, Eddie Duran Trio;

This is now the swankiest nightspot in town (it's housed in the hungry 1) an Intimate exclusive and expensive supper club which was opened this summer with Mabel Mercer and is now featuring. Miss Syms, one of the best singers to work this circuit. Mae Barnes to work this circuit. Mae Barnes comes in Oct. 10.

Sylvia Syms, greatly improved show-wise since her last appear-ance in this town some four years ago, is now a major leaguer in the supper club, bitter-sweet songs melieu. She can milk the last sad gasp out of "These Foolish melieu. She can milk the last sad gasp out of "These Foolish Things." 'My Shlp' and the rest of the showtune faves as well as anybody. And in addition, when she lends her jazz-oriented special talents 40 such things as "When Ortoilds Bloom in the Moonlight" with solo guitar backing from Eddies Duran, she is something "Isse."

The dramatic gift that she has

Hotel Plaza, N. Y.

Jacqueline Francois (with Pierre Chaub), plus Mel Zelnick, Jimmy Knepper, Murray (Doc) Solomon; Ted Straeter and Mark Monte

The niteries, which invented the cover charge, have swung the other way to minimum charges, and the hotels' pendulum has veered to the couvert. Both Rose-mary Clooney at the Waldorf and the imported Jacqueline Francois at the coincidentally reopened-for at the coincidentally reopened-for-the-new-season Persian Room of the Hotel Plaza, have \$4 cover charges. That's a surefire way to defray all talent costs plus, while generating traffic into the hostelry which long has been the keynote of entertainment appurtenances for all hostelries. for all hostelrie

for all hostelries.

This is the Gallic gal's third return so she must be doing business but the French diskery singer bot the French diskery singer—best known for her wax works—could do even better if she parlez'd un petit more Anglais. Or at least in her songalog.

She is trained.

in her songalog.

She is trying to extend it some, but it's not enough. She can handle it now; in former sessions Miss Francois was almost as notably self-conscious as a Yank tourist is in France when breaking-in his restaurant French. A pro songstress who has a flair for memorizing lyries and fitting them with proper histrionic nuances should have little difficulty sharing with her Yank customers at least the essence of the song themes. Fernanda Montel at the St. Regis is a good example of having achieved good example of having achieved

Miss Francois tries for the Franco-American rapport in another way—"Lady Is A Tramp."
"I Love Paris," "Lullaby of Birdland." "Tenderly." In French versions, But the outfronters already know these; it's the new repertoire (and a good one it is) that appeals to the sophisticated ear, providing they dig it.

Result Is that, paradoxical as it may seem, what arrests the American ear more is her zingy quartet of special musicians; it becomes virtually a recital, from Pierre Chaub, her musical director at Miss Francois tries

can ear more is her zingy quaries of special musicians; it becomes virtually a recital from Pierre Chaub, her musical director at the Stelnway, who is augmented by Mel Zelnick at the drums; Jimmy Knepper, trombone; and Doc Solomon on string bass: Their appeal is almost in the "music Doc Solomon on string bass. Their appeal is almost in the "music room" idiom, and well nigh threatens to eclipse the appeal of their star which of course is a needless self-handicap.

Miss Francois also could help her Yank appeal on another front—sartorially—along with the more variegated songalog, plus a stepping-up on the general animation.

Otherwise the Persian Room reains its same staple flavor, with

lains its same staple flavor, with its veteran staff, albeit under a new maitre d'hotel, John Fossati, no new face to the regulars, having been at the Plaza In former years, thence the Hotel Roosevelt (with Neal Lang) and latterly the Playbill room of the Hotel Manhattan. This is bossman Lang's first fall tains its same staple flavor.

This is bossman Lang's first fail season since taking over the Plaza.

The Persian Room's accent on chirpers appears to be native in the future book, viz., Gogi Grant, Jane Froman, Connie Towers, Diahann Carroll, Eartha Kitt and Jane Morgan, save for the Robert Iglesias Ballet Dec. 14 which will be the Xmas-New Year's holiday attraction.

attraction.

Per usual, too, Ted Straeter's

dansapators and Mark Monte's

Continentals are undeniably appealing for the society terptunestering.

Abel.

#### Steuben's, Boston

Boston, Sept. 15.
Heller & Helene (3), Vic Charles, Terry Ritchie, Don Dennis,
Tony Bruno Orch (5); \$2.50 mini-

First of the season's entry for freres Max and Joe Schneider in their theatrical nitery downstairs in the heart of the Hub, finds no change in standard format. With a dance team in the closing spot, it's a loosely thrown together show. With a goodly crowd on hand, Don Dennis, singing emcee, and room fave, comes off way ahead with some solid piping

chids Bloom in the Moonlight" some solid piping Heller & Helen, in the top spot, models. The dramatic gift that she has supplies the particular magic necessary to transfer even the most improbable of lyrics into a reality of the moment that sums up the whole charm of this school of singing. Duran's trio backs her in firstclass fashion with sympathy and delicacy.

Rafe.

### VARIETY BILLS

#### NEW YORK CITY

MUSIC HALL Loslie Uggams G & B Derringer

### Ilelen Wood Anthony Darrio Rockettes 'orps de Ballet A. Paige Sym. Orc AUSTRALIA

MELBOURNE
Troti
June Bronhill
Deidrer Thu-low
Howell Glynne
Raymond Nisse
Raymond Nisse
Reven Julis
Robert Eddie
Bruce William
John Godfrey
Harrenska
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Tarcanska
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Thes Thillips
Trivoil
Lee Javiet
Lee Dandins
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Lee Dandins

BRITE

BLACKPOOL
Opera House
Tommy Steele
Alma Cogan
Eddie Calvert
Wiss Galvert
Wiss Galvert
Wiss Galvert
Niss Galvert
Riss Galvert
Was Galvert
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Bathurins
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Jerry Desmonus
Bob Murray
Kazbek & Zari
Tretter Brother
Trio Vitalites
Candlelight
Layelies Lovelies Michael Adrian

RALIA

Rita Moreno & Ann
Evelyn Rose
Uk & Maor
Marie Claire
Fraircia Smith
Eileen O'Connor
Jimmy Vaughan
ADELAIDE
Royal
Nat Jackie
Sanmy Curtis
Sanmy Curtis
Sanmy Curtis
Sanmy Curtis
Seth Gee
Jackie Dennis
Trio Hoganas
Montego & Fartner
Washal
Filat Tops
Hi Fi's
Dancing Fountains
Williams & Shand
Faula Langlands

#### BRITAIN

John Citroen
John Rutland
John Rutland
John Rutland
John Rutland
John Rutland
John Strain
BRIGHTON
Hippodrom
Adam Faith
J & P Sharratt
John Sarrat
John Arrol
Johnny Worth
LEEDS
Fred Empire
Fred Emney

LEEDS
Empire
Fred Emney
Joe Ritchie
Joe Ritchie
Jack Raynes
Milton Sills
Shella Kennedy
Helen Hurst
Diana
LONDON
Palladium
Ciff Richard
Shadows
Russ
Russ
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Regan
Edmund Hockridge
David Kossof
Sxonys
Bley
David Kossof
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David Kossof
Ron Party
y Romanos

Hotel Larr Vincent Lopez Of Hotel St. Regis Fernanda Montel Milt Shaw Orc Walter Kay Orc International

### Cabaret Bills

### NEW YORK CITY M. Monte's Con-tinentals Hotel Taff

Buddy Rich AllBridand Buddy Rich AllBridand Rich AllBrace Silver 5
Afro-Jazziacs
Basin St. East
Betty Hutton
Basin St. East
Betty Hutton
Santa St. Betty Hutton
For Oliver. Ore
Charlie Shavers 5
Silve Angel
Shelley Berman
Aller Brach St. Gilbert
Jiammy Lyon 3
Bon Soir
Tony & Eddie
Phyllis Diller
Jiammy Lyon 3
Bon Soir
Tony & Eddie
Phyllis Diller
Jiammie Daniels
Camelo!
Vic Damone
Barl Hale
Santanauch
Dick Stabile Ore
Chardas
Soocha Renay
Lia Della Kananauch
Dick Stabile Ore
Chardas
Soocha Renay
Lia Della Kananauch
Dick Stabile Ore
Chardas
Soocha Renay
Lia Della Kananauch
Dick Stabile Ore
Chardas
Soocha Renay
Lia Della Kananauch
Dick Stabile Ore
Chardas
Soocha Renay
Lia Della Kananauch
Dick Stabile Ore
Hotel Phylory
Bananauch
Johnny Dyre
Pam Copacabana
Joe E. Lewis
Trude Adams Ore
Hotel Pierre
Pan Morel
Astor
Embers
Dorolby Donogan
Lee Hotel Pierre
Hotel Astor
Hotel Pierre
Hotel Pierre
Morel Astor
Hotel Pierre
Nonnie Cunnincham
Larry Douglas
Wilbur Evans
Victoris Sherr Ore
Hotel Pierre
Jacqueline Francois
Santanauch
Cardel Ore
Hotel Pierre
Jacqueline Francois
Fed Straeter Ore

International
Eddie Gasson
Andrea Jaffe
Raiph Lowe
Mary Ryhal
Mike Durao Oro
Avila Oro
Latin Guarter.
Holiday in Japan'
Jo Lombard: Ore
B Living Reom
Cab Calloway
Karen Chandler:
Bobby Cole 3
Harry Noble
I'led Silver
Elly Eden
Red Micholis
Red Micholis
Gas Dalkamp
Jean Dulkamp
Jean Julian
Jean Julian
Leo Auld
Vienese Lantern
Monica Boyar
Ernest Schoen
Faul Mann
Jerry Troppi
Village Barn
Gorge Hopkins
Carol Ritz
Jenes Holder:
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Blue Angel
Mighty Pather
"Calypso Voodon
Maritza & Lationgo
Tina Monter
Camille Yarbrough
Jamaica Slim
King George
Tino Perez Ore
Conrad Hilton
"Persian Paradise"
Shirley Winter
Bill Christopher
Frederick & Gina
Msor Pathin
Byrd & Janine
Gay Claridge Ore
Boulevan-Dons 15)
Boulevan-Dons 15)
Boulevan-Dons 15)

Jimmy Blade Ore Gate of Horn Bob Gibson London House Eddie Condon & Audrey Morris 3 Eddie Higgins

Alister Kelly's
June Christy
Lenny Maxwell
Marty Rubinstein
Marx & Frige
Palmer Heuse Palmer House
Sid Caesar
Paul Reed
Johnny Haymer
Marion Colby
Raye & Roman
Ben Arden Ore
Trade Winds
Don Rickles
Noreen Parker
Joe Parnello & LOS ANGELES Crescende
Count Basle Ore
Joe Williams
Dinore
Joan Dixon
Jack Biton
Sieve La Fever
Encore
Randy Sparks
Russ Haddock
Interlude
Bobby Short

Russ Haudous Interlude Bobby Short Irwin Corey Moulin Rouge Olivette Miller's "Highlights of Har-lem" (All-Negro

lem" (ra...)
Musical 60)
Slate Bros.
Fack Douglas

Reiko
Gus Bivona Trio
Statter Note:
"Playmates of '60"
Bkinnay Ennis Ore
Ye Little Club
Janie McFadden
Kenny Miller

Jack Reike Gus

Band Sox
Billy Gray Rev
"My Fairfax Lady"
Evelyn Sharpe
Bert Gordon
Parris Sisters
Mukahrs Jimmy
Mukahy
Mukahy
Mukahy
Mukahy
Ben Blues
Ben Blues
Sonny Sands
Jules Savoy
Lulty Richards
Jules Savoy
Lulty Richards
Jules Construction
Ivan Lane Ore (5)
The Crosby Boys
Consider

The Crosby Boys

Cloister
Sarah Vaughan

Traun Boyer
Geri Galian

Cacoanut Grove
Gordon and Sheila

MacRae

#### **VEGAS**

Desert Inn.

Desert Inn.
Tony Martin
Guy Marks
Donn Arden Dners
Carlton Hayes Ore
Michael Kent
Marks
Donn Arden Dners
Carlton Hayes
Michael Kent
Mill Herth
Henri Rose 3
Dale Jones
Dale Jones
Prankia Waughan
Prankia Waughan
Prankia Waughan
Novelites
Bill Reddie Ore
El Cortez
Joe Sante 4
Don Corey
Don Friend
Joe Cappo
Topnotchers
Don Friend
Joe Cappo
Topnotchers
Barry Ashton
Murtel Landers
Linda Green
Harry James
Barry Ashton Dners
N. Brandwynne Ore
Jets rement Hotel
Jets rement Hotel
Satellites

Jets
Safellites
Bob & Sylvia Bob & Sylvia
Joe King
Golden Nunger
Lee & Faye May-

New Frontier Larry Alpert N. Brandwynne Orc "Oriental Holiday"

# Billy Eckstine Treniers and Treniers and Treniers and Treniers and Dick Rice Ore Release Rel Battons Mills Bross Red Battons Mills Bross Battons Mills Bross Battons Mills Bross Red Battons Rev Deck Eckster Ore Novelords Sambars Dan Dalley Deck Bill Louis Basil Ore. Sambars Dan Battons Ray Anthony Rev Deedy & Bill Louis Basil Ore. Sambars Babb Malvin Morrey King Bobby Cole Tri Gerr Nelson October Nelson Antonio Morelll Ore Jan August Jan August Jan August Jan August Jan Henry Faith Dame Herle Travis Silver Silpper Hank Henry Faith Dame Red Marraball Damy Jacobs Dick Weston Charlie Tesganden Charlie Tesganden Charlie Tesganden Thunderbird Thunderbird Thunderbird Tollies on Ice\* Toni & Jan Arden Tollies on Ice\* Toni & Jan Arden Tollies on Ice\* Folles on Ice Frod & Marcy Millionalren Folles on Ice Fred & Marcy Millionalren Folles on Ice Fred & Marcy Millionalren Folles on Ice Fred & Marcy Millionalren Folles (Conna Ralph Young Maria Lopez Janine Gaire Frank Moore 4 Channine Pollock Shecky Greene MIAMI-MIAMI BEACH MI BEACH Damitic Joe Everslades Roef University Research Damitic Joe Everslades Roef University Research Don McGrane Ore Extravaganza Latina Freddy Calo Ore Len Dawson. Ore Murray Franklin's Paul Grey Kay Karol Dick Hayilland Frankle Hyers Carolly

Americana
Ross Trio
Pupi Campo Ore
Bar of Music
Bill Jordan
Gina Wilson
Sue Lawton Sue Lawton
Steve Hunter
Carillon
"Folies Française"
Harry Mimmo
Elisa Jayne
Darryl Stewart
Jacques Donnet Orc

Dick Haymanu
Frankie Hyers
Carolly
Eddie Bernard
Murray Franklin
Singapore
Sniffy Miller
Floreace Mayo
Lisa Wood
Jack Mayo
Hal Rader Ore Jacques Donnet Or Deauville Henry Levine Ore Gwen Bari & Co. Sacasas Orc Eden Roc Mal Malkin Orc Jackie Heller Rascha Rodell Luis Varona Ore

#### **RENO-TAHOE**

Golden Bell Boys Edmond Sis Bell Boys
Edmond Sis
Apollos Club
Reford's Club
Reford's Club
Reford's Club
Reford's Club
Reford's Club
Reford's Club
Le Roberts
Harrah's (Tahoe)
Liberace
Ballet Trianos
Reford's Dancers
Taylon Dancers
Taylon Dancers
Reford Dancers
Skeets Monton
Leighton Noble Orc
Harrah's (Reno)
Tony Pastor
Wade Ray

Cooper Sis Nob Hill 4 Cooper sis
Nob Hill 4
Joy & Boys
Pat Cooper
Pat Cooper
De Choliday
De Cane Rains
Joyce Aimee
Charles Gould
Manes
Wider Bros.
Don Peterson
Dick Shawn
Gizolos
Jack Melick Ore
Riverside
Le Arama Ice Arama
Ice Arama
McCuskers
R & D Plank
Ed Fitzpatrick Ore

#### SAN FRANCISCO

SAN F

Blackhawk
Cal Tjader
Fack's
Duke Ellington
Falrment to tel
Carmen Cavallero
Gay 90' ore
Gay 70' ore
Gay 70'

Moulin Rouge
Patti White
Oscar Cartier
Donna Kaye
Susan Stephens
Maynard Meyer C
On the Levee
Kid Ory Ore
Purple Onlen
Smothers Broos
June Ericson
Charles Pieros 345 Glub
Ben Wrigley
Larry Grayson
Marse Cameron
Max & Cherie
George Zork
Barry Ashton
Roy Palmer On

Washington—Nine spots plugging FM radio have been distributed by the National Assn. of Broadcasters to its FM members. They range in length from 10 to 80 seconds.

### **1 AA DICKERS RELEASE** ON 2 FOREIGN PIX

Hollywood, Sept. 20. Allied Artists is dickering for distribution of two out-of-country films: "Time Bomb," a Franco-Italian production, and "The Bloody Brood," lensed in Canada.

Bloody Brood," lensed in Canada. Curt Jurgens stars in "Bomb," directed by Yves Ciampl and in-which Mylene Demongeot costars. "Brood" is a Key Productions en-try, produced and directed by Jul-ian Rossman and starring Peter-Falk, Barbara Lord and Jack Betts.

### Majorca

from page 2 =

\_ Conti

evening. Entry to cafe is through a fairly elaborate museum of bullfighting. The more stylish cabarets charge around \$4 for the first drink. Replenishments are cheaper but not aggressively eplenishments are not aggressively

pushed:
Interestingly, the local English language sheet, The Mallorcan News, asterisks those rooms and bars where English is understood by the performer or maitre. And yet, English is in no sense dominant. There are some 800 British residents registered with the consul, plus probably 1,500 unregistered Britons. Nobody knows how many Americans live on the island. lered Britons. Nobody knows how many Americans live on the island. It is thought to be less than 1,000. Actually much Majorcan tourist literature is printed in German. Dutch tourists, who usually also speak English, are piqued to be mistaken for Germans by the linquistically-confused local waiters. The British wave hit Majorca after the. The American "rediscovery" dates from around 1932. Significantly there is an established, and advertised, service of betting commissioners to

1952. Significantly there is an established, and advertised, service of betting commissioners to help homesick Britons follow the nags, greyhounds and football pools of the homeland.

The weekly certifies those cafes and bars which are suitable for spinsters, alone or in clusters. Majorca gets a conspicuous traffic of lone gals who are warned off some shady hideaways, though not as unsavory as some of the main land joints in Barcelona.

Sufficiently commonplace is the tableau of an American girl conferring about the tab while her, native escort has discreetly absented himself in the men's room. One soigne gadabout from Washington was heard boasting at the bar of the Fenix that she had yet to pay the check on any of her Because of the gragey shoreli

dates:

Because of the craggy shoreli
of the bay and of Callemayor beyond most tourists hit salt water
via hotel swimming pools. These
are the daylime social centres
enlivened with Spanish or other
nusic, tea or other beverages and
modified bikinis. It is not true that

bate to whether British American delegations excel in con-sumption of the sauce. Although Scotch and other imports run high Spanish brandy and soda sells in some decent cafes for 12c,

Scotch and other imports run high Spanish brandy and soda sells in some decent cafes for 12c, touch of the good old days.

Proprietor of the English weekly is Robert H. Bartrum, 22 years an officer in the British infantry. He followed the standard bit of first coming as a tourist, then dreaming up a business scheme to stay. It took him a five-month wait. Madrid to get the necessary government permit to publish. There was a previous English publication before the Civil War, the Palma Post, edited by David A. Monro, once of the Manhattan ad-tradepaper. Tide.

Bartrum, editorialized on Page One against "A Big Swindle" at

One against "the bullfights. One against "A Big Swindle" at the bullfights. These are so ex-pensive the natives seldom attend. It seems that the bull impresario-bulls the tourists and expatriates that they will see certain, stars which turn out to be booked else-where on the important day with which turn out to be booked elsewhere on the important day, with the upped ticket scale. Another island scoop was the expected arrival of Errol Flynn's widow. Patricia Wymore, to board the actor's yacht, still a symbol of high living as it rides at anchor. Meantime this has been the island's finest season. When it tapers off at the end of October it will have run near-capacity. Most of the big places operate yearround. There is an upsurge at Christinas time, then a lull until Easter.

### **Ice Show Review**

Illusions (VIENNESE ICE-SHOW CO.)

VIENNESE ICE-SHOW CO.)
Passau, Germany, Sept. 5.
A. musical on-ice in three parts
(The Magicain, The Magic Violini
and Love-L'amour-Liebe). Written
and directed by Will Petter: Music
by: Robert Stolz; choreography;
Edith Petter. With Ingrid Wendl,
Emmy Puringer, Eva. Pawlik, Fernd Leemans, Helmut Loefke,
Manuel del Toro, Jeanne and Dick
Maxfeld, 3 Luparescos, Tilo Gutzeit, Herbert Bobck; Hernan Riederer, Wolfgang Schmidt, Juergen

zeit, Herbert Bobek, Herman Ried-erer, Wolfgang Schmidt, Juergen Inze nd Jacky." Ice ballet (26. girls), (12 men); orchestra (26) conducted by Rudi Bibl; costumes, Gerdago and Ella Bei; sets, Felix Smetana; technical supervisi n, Josef Wurm. World premiere at Passau. Germ (Nibelungen

Josef Wurm. World premiere a Passau; Germ (Nibelungen-Hall) \$1.80 top. (On tour Nuremberg, Liege, Antwerp, Berlin Sport Palace, Den Huag, Amsterdam, Vienna City Sport Hall and, others, then U.S.S.R., booked until July 1962).

This is the ninth annual Will This is the ninth annual will petter-Robert Stotz musical-on-ice, always a top production of its kind in Europe. It is an excellent ex-ample of team work. Seldon does one see such a happy blending of music, choreography, staging and lighting effects, wardrobe and lighting effects, ward casting, all in one show.

It is the original Robert Stolz score which distinguishes this from the others. The music matches the intricate technique of world champ fancy-skalers. Apart from inventing wealth of beautiful melodies, Stolz is using all kinds of rhythm, a simple Vienna waltz via fox, calypso, chacha and whatnot to a wild parody of the jukebox.

Some of the melodies are so easy on the ear they may well-become popular. Stolz here again emerges as master of orchestra effects. Everything that happens on the rink is mirrored to perfective the stoler.

on the rink is mirrored to perfection in the score.

Show opens with Manuel del
Toto as "magician." The 26 tremendous flower pots turn suddenly into gorgeously gowned girls.
Emmy Puzinger, as "Little Fox"
and Fernard Leemans as the
"Hunter" are one of the highlights
of this charge in their hunter belief

"Hunter" are one of the highlights of this show in their hunting ballet, backed by the chorus.

"Magic Violi" story scored via.

"Magic Violi" story scored via.

It shows a Hungarian girl, Ingrid Wendel, infatuated with Gypsy fiddler, Fernand Leemans. However, she finds her way back to her fiance and true real lover (Helmut Loefke). Emmy Puzinger, as the gypsy's bride, smashes up the magic violin. Here, Stofz, has introde a haunting Gypsy love theme. The ficry numbers stopped the show several times.

modified bikinis. It is not true that Spanish conservatism requires that the men wear tops. Even so Majorca is not Capri or Cannes.

The ficry numbers stopped the show several times.

The American couple Jeanne (The Pittsburgh, Penna.) and Dick (from Dunbarton, N.H.) Maxment. Native cabbies jokingly despite to whether British and spins, coupled with ton ice

field do their hair-raising stunts and spins, coupled with top ice technique. They are excellent. Herbert Bobek, as a clown, draws gasps with his backward salto mortale. Another funny scene, "Bullfight," is also executed by Bobek, Zany, dangerous stunts by Hermann Riederer score. Eva Pawlik is at her best in a Gypsy solo

The three Luparescos, appearing "The Fire Department" as gang-sters and Paris policemen, measure

lows a familiar pattern with 24 black-corsetted curvaceous gris re-clining on pink silk couches, with the ensuing dance ending with the couches turning into evening

gowns.

Eva Pawlik, the French femme fatale, has an interesting

solo.

Si monkey is the symbol of being drunk in Vienna after too many glasses of wine this show presents an ice-skating chimpanzer. Jacky: He does pirouettes, jumps over fences and other tricks. The grand finale has the entir company in blue and white evening crinolines and full dress to cuchant the auditors with a beutiful grand Vienna waltz.

The 1 and 12 Axel Paulsons, the Rittberger jump, pirouettes, butterflies, circles, moons, threes, eights, forward and backward show the high standard of ice-skating technique done in this new edition.

reights, forward and backward show the high standard of ice-skating technique done in this new edition.

Will Petter's scripting producing and directing is well-nigh perfect. His style for ice shows has won him recognition all over Europe. In casting and directing his ow company. Petter probably surpassed.

Mrs. Edith Petter, the choreographer, readily shows that she knows how to handle a company of such beauties.

Rudi Bibl, directing the orchestra, did a good job: Felix Smetana, responsible for the sets, combined his sense for beauty to fit the mood, Robert Stolz, conducting the county for the mood.

Robert Stolz, conducting the second finale, received a tremendous ovation from the packed house,

Maas.

### **Banquet Gafes**

Continued from page 61 and party business with the Inter-national, on Broadway, which has a lineup for the season which in-cludes Sophie Tucker and the Ritz Bros.

Hitherto, the spots hitting it big with banquets, have been avoiding expensive acts, on the hasis that they sold their reservations on price and menu exclusive y. The show was something thrown in extra and was invariably purchased from club date agents. However, as competition has been increasing some operators have increasing, some operators have found it more expedient to book ahead with bigger shows as bait. The talent agencies have long nurtured that viewpoint, and now its's

the tatent searches may long nits's starting to pay off.

Ben Maksik, operator of the Town & Country, has been tloing excellently since, he went on the catering kick. However, he has long found that his selling job was considerably easier when he had a strong show. Between the Jack Carter layout, the "Jewel Box Revue." femme invoersonator group, and the Larry Steele Negro revue. Maksik will have the bulk of the talent requirements lined up. Before going on the banquet standard. Maksik boushit some of the top names in the business, but that was a comparatively short-lived policy. short-lived policy.

### **Philippe Fined**

Continued from page 61 that time took an appeal it later

The Fire Department' as gangsters and Paris policemen, measure
up to the rep of being the best
ice comedians in Europe. As femme
impersonators in a Can-Can number, they reach a peak of hilarity.
Newcomer Tilo Gutzeit received
a warm reception.
Ingrid Wendl and Helmut Loefke, the love interest of the story,
both show histrionic talents. The
first act finale shows a Hungarian
prewar wedding among rich landowners and peasants. This first
act finale is inspiring in its opulence and color.

Before the second story starts
(Mr. X. in search of Love-L'AmourLiebe), played by Manuel del Toro,
Eurovision is complimented by a
ballet with flags of all nations.
Mr. X. finds true love in a Vienna
girl. Manuel-del Toro dancing a
calypso shows fine ice technique,
Dashing Helmut Loefke does an
excellent number on hot musicthou to keep the audience spellbound. In the scene, "Love in
America." Emmy Puzinger, as
the lover, perform a startling
lacrobatic act.

The Government also dismissed
that time took an appeal it later
the took of the four counts (1835-15-5) and proceeded on the 1952
claim of a \$41.570.14 difference in
income and a claimed \$25.471.43.

The Government claimed \$50.969.35 difference in income for
1963-35 (and a tax of \$32.587.84 there1969-35 (and a tax of \$32.587.84 there1969

### **How About the Presbyterians?**

The Jewish New Year holiday is upsetting the performance schedule of a "A Country Scandal" at the Greenwich Mews Theatre, N. Y. The off-Broadway showcase is located in a building shared by the Village Presbyterian Church and the Brotherhood Synagogue and the latter does not permit performances when religious services are in progress elsewhere in the building

ligious services are in progress elsewhere in the building.

Because of the Synagogue's stand there are no Friday night performances, when Jewish Sabbath eve services are held. This week, performances tonight (Wed), and tomorrow night (Thurs.) are also being suspended because of the New Year (Rosh Hashonah) observance the two nights.

The two regular performances last Saturday night '17) had to be advanced from 7 p.m. and 10:30 p.m. to 6 p.m. and 9 p.m., the cast and audience would be out prior to midnight, when pre-New Year penitential services began. Conversely, the Saturday night performances next Oct. 1 will be delayed with 8 p.m. and 10:45 p.m. because of the until-Sundown observance of Yom Kippur that day.

### Fast Payoff on Coward's 'Waiting'; Predict 2-Year Run; B'way Interest

"Waiting In The Wings," which opened Sept. 7 at the Duke of York's Theatre, is heading for a fast payoff, probably within amonth: It played to a capacity take of over \$9,000 in its opening week, has an advance of more than \$4,000 in the kitty and the mail-order advance doubled within the first week.

The play opened to a mixed reception by the London critics, the root of an adjacent structure of restaurant and cocktail Jounge on the root of an adjacent structure of the root of an adjacent structure.

The play opened to a mixed reception by the London critics, though author Noel Coward predicted when he left London for Switzerland last week, it would run for two years. Most of the aide-sitters praised the star performances, but objected to the sentimental nostalgic aspects of the plot.

the plot.

The comedy-drama, presented by Fred Sadoff's F.E.S. (Plays) Ltd., was brought in at a cost of just below \$17,000. It carned a profit of \$7,000 on its four-week tour, which included a fortnight in Tubblin

which included a fortugin. In Dublin.

Several New York managements are reportedly dickering for the Broadway rights. Two of them are due in London this week to see the play, and others are expected to come over within the next month or two. A question would be whether the Broadway presentation would have the original London cast after the show has ended its West End run, or whether a company of comparable stature should be recruited in New York.

### Barr-Lutz-Brown Seek \$13.000 for 'Sudden End':

Off-B'way Joint Venture
The planned off-Broadway production this season by Theatre
1961 of Richard Hepburn's "The
Sudden End of Anne Cinquefoil
is budgeted at \$13,000. The production, firm, "because of the few
investors necessary," is using a
joint-venture form instead of the
usual limited partnership setup.
However, the management says

usual limited partnership setup. However, the management says that under the joint-venture arrangement all conditions required by limited partnerships are recognized and losses are deductible from taxes. Any profits are also to be split 60% to the backers and 40% to the management, instead of the usual 50-50 sharing deal. The capitalization covers estimated production costs of \$11,030 tincluding bonds) and a reserve of \$1,970.

spint of 60% to the author and 40% to the production prevailing. If less than 100 performances are played, the rights will be retained by the production on a sliding scale arrangement. The author's royalty is to be 5% of the gross and not more than 2% of the gross. The office expense is to be \$50 weekly and the management is to get a \$500 fee and not more than 2% of the gross. The office expense is to be \$50 weekly fee.

The production firm, in which Richard Barr, H. B. Lutz and Harry Joe Brown Jr. are partnered off-Broadway by the click double-bill, "Krapp's Last Tape" and "Zoo Story."

Ed Kenney will leave the touring "Flower Drum Song" after it's current Frisco engagement. John Lee will replace him.

Of-town run and Broadway stand. The New York operating profit atter the deduction of coin dropped of losing weeks, was \$27.482, Advertising, printing and photo press of \$7.502 and closing expenses of continued on page 78)

Nichols and May \$21,286, House Record, Westport "An Evening With Mike Nichols and Elaine May" established a louse recrod of \$21,286 at the Westport (Conn.) Country Playhous Millburn, N. Y., beginning Oct. 8, is currently line the initial week of a forting it's stand at the Paper Mill Playhouse, Millburn, N. J. A series of previews, starting Current Frisco engagement. John Lee will replace him.

The Lake Luzerne Playhouse, 403-seat strawhat which played its first season of legit stock this summer, will be expanded for next year by the construction of restaurant and cocktail lounge on the roof of an adjacent structure, overlooking a waterfall. The producer is George Patrick, a former film actor whose mother owns the property.

film actor whose mother owns the property. In previous years the theatre has operated on a weekend film policy as Burt's Motion Picture Theatre. It will revert to the same setup during the off-season. This community, situated on Lake Luzerne in the resort area about 10 miles west of Glen Falls and 20 miles morth of Saratoga, has a permenant population of about 900.

### Whole 125G Lost On 'Fighting Cock'

'The Fighting Cock' plucked clean on its flop Broadway production last season. The \$125,-000 investment in the Kermit

production last season. The \$125.000 investment in the Kermit
Bioomgarden presentation went
down the drain, plus an additional
\$442 paid by the management.
The production was capitalized
at \$125.000 (with provision for 20%
overcall, not exercised). The cost
of producing the Luclenne Hill
adaptation of Jean Anouill's
coinedy-drama was \$134,817. A
\$1.020 operating profit on a twoweek pre-Broadway tryout in
Philadelphia reduced that amount
to \$133,797, but preliminary New
York expenses of \$7,883 brought
the cost of opening the show on
Broadway to \$141,680.
The Rex Harrison-starrer had a
substantial theatre party advance,
which is figured primarily responsible for the play earning an opelating profit on nine of the li1
weeks it ran at the ANTA Theatre.
NY. Operating losses were recorded the last fortnight of the

Operating losses were re-d the last fortnight of the corded the last fortnight of the run, when theatre party business is figured to have eased off. The show also registered an operating loss on a partial week of previews prior to its official opening at the

The financial data on the ven-

### Ashland, Ore., Festival Averaged 91.7% Capacity

VARIETY

Averaged 91.7% Capacity

Ashland, Ore. Sept. 20. 7

The recently-concluded 20th seak son of the Oregon Shakespeare. Festival here was the most successful in the history of the operation, A total attendance of 42,978 for the festival's 41-night run represented 91.7% of capacity. The turnout also reflected a 17% in crease over the prior attendance record of 36,593 set in 1959. The program for the semester, which ended Sept. 3, comprised four regular Shakespearean productions, plus two performances of Malfi." The Webster's "The Duchess of Malfi." The Webster presentation marked the inauguration of a new policy whereby works of Shakespeare's contemporaries are to be included among the festival offerings.

The Shakespeare entries were

ings.

The Shakespeare entries were "Taming of the Shrew." "Julius Caesar." "The Tempest" and "Richard II." Each of the five productions sold out at least once with the total number of sellout perductions sold out at least once with the total number of sellout performances hitting a record 19. The production schedule for next year includes another four Shakespearean works, "A Midsummer Night's Dream," "All's Well That Ends Well," "Henry IV, Part 1" and "Hamlet." There'll also be three performances of Ben Johnson's "The Alchemist."

### **Hit Coffee Shop** On License Rap For Music Fare

The entertainment far at Greenwich Village coffee shops, is so diversified that one has even been making a career out of classical concerts. Another spot is going in for the presentation of plays, with the first, Noel H. Bustard's "The Footprint," scheduled to preem tomorrow night (Thurs.).

The longhair program has been a feature at the Cafe Figaro in Bleecker St., N.Y., which presented the 10th in a series of chamber music presentations last Sunday afternoon (18). The pregram performed by a string trio, consisted of the Bach-Forbes "Trio Sonata No. 2 in 'C. Minor," Schubert's "Trio in B Flat Major" and Beethoven's "Trio in G Major, Opus 9. No. 1."

Trio in B Flat Major" and Bechtoven's "Trio in G Major, Opus 9, No. 1."

The Figaro entertainment, however, has hit a sour note with the N.Y. Polic Dept., which has slapped the owner, Charles T. Ziegler, with a summons for giving his patrons music without having a cabaret license, Ziegler beat a prior summons on the same charge in Magistrate's Court in October of last year. He claims he pays the musicians himself and that there's no admission charge at his coffee shop, which does not serve alcohol. Ziegler intends pleading not guilty to the charge in Lower Manhattan Court tomorrow (Thurs.). He's also stated that he's prepared to fight the issue up through the courts. As for "Footprint," it's scheduled for presentation twice nightly excluding Wednesdays, at the Cock 'n' Bull Caffe Theatre, also in Bleecker. St. A cast of 12 will participate in the production.

### SILENT NIGHT' DEFICIT

### **Cuffo Audiences Loved 'Princess.' But Loss Will Be About \$290,000**

For Only Good' Venture
Pre-production capital is being
sought for a planned Broadway
presentation of Clyde Ware's 'Only
the Good,' which was tried out
earlier this year at the Palm Tree
Playhouse, Sarasota. Ray Marsh,
who directed the Florida production, has the play under option.
A letter sent out by Michael

A letter sent out by Michael Niles, New York attorney for the venture, offers \$2.000 pre-production capital backers a 1% interest in the project, plus the return of their investment as soon as the production coin has been raised production coin has been raised and prior to the start of actual pro-duction. The venture is to be financed at \$100,000.

### Tall' Paid 10½% **Profit on 125G**

delayed payoff last January, eight months after the comedy ended a 14-week Broadway run. The profit

months after the comedy ended a 14-week Broadway run. The profit distribution at that time was \$29,000, of which the investors' share was \$13,050.

The backers of the Emmett Rogers-Robert Weiner production had previously been repaid their \$125,000 stake. However, no profit divy had been made since the show's net as of a closing audit was only \$4,795. The management held off distributing that amount to await last January's final payment from Warner Bros. of \$24,434 on its purchase of the film rights.

The film income, plus the undistributed profit and miscellaneous stock royalties of \$1.681 brought the profit on the venture as of a Jan. 15 accounting to \$30,910. A tax reserve of \$1,200 reduced the net to \$29,710, with the management retaining \$710 for future distribution.

ment' retaining \$710 for future distribution.

Of the \$29,000 distributed. 10% (\$2,900) went to Howard Lindsay and Russel Crouse, who adapted the comedy from Howard Nemerov's novel, "The Homecoming Game." The \$26,000 balance was roll; soughly between the manage. Game." The \$28,000 balance was split equally between the management and the backers, giving the latter a return of about 10'2'6 on their investment. It's figured the profit on the venture will be increased slightly by additional income from stock presentations of the play, in which Hans Conreid. Marc Connelly and Marian Winters costaired on Broadway.

The picture version of the play, costarring Anthony Perkins and Jane Fonda, was released earlier this year.

### Hurricane Donna Razes Framingham (Mass.) Tent Framingham, Mass., Sept. 20.

Framingham, Mass, Sept. 20.
Strawhat musical theatre came
to an abrupt end here Monday of
last week (20) when. Hurricane
Donna wrecked the huge 3,000seat tent. That blew away the
holdover week of "South Pacific,"
starring Howard Keel.

Estimating the damage at \$50.

starring Howard Keel.

Estimating the damage at \$50.000, theatre officials said it would be impossible to repair the tent, and closed the theatre down until next season. Part of the parking lot was washed away in the torrential rail.

Money for the cancelled week of "South Pacific" will be refunded. Plans now call for putting a permanent roof on the theatre next sea-

#### Linda Darnell's \$10,921 Best at Drury, in Chi Chicago, Sept. 20.

Seek Pre-Production B.R. Princess' will lose around \$290,000, producer Ted Kneeland figures that the "valuable property has been saved." There are negotiations sought for a planned Broadway presentation of Clyde Ware's "Only for a film version of the balletpresentation of which was tried out the balletpresentation of the state of the same o for a film version of the ballet-revue, and in addition the pro-ducer believes that he has demon-strated that the unfavorable re-views did not reflect public taste. "Princess," which opened Aug. 23 at the Strand Theatre, cost \$238,000 to produce. After the

23 at the Strand Theatre, cost \$238,000 to produce. After the critical roasting, Kneeland admitted the public without charge for a week, to test audience reaction to the unconventional ballet-mustalization with the contraction. cal, issuing questionnaires for the patrons to fill out. The expense

cal, issuing questionnaires for the patrons to fill out. The expense for that week was about \$12.000, and it's figured that there will be an operating deficit of around \$42,000 for the balance of the engagement, which is scheduled through Oct. 1.

On the basis of replies to the questionnaire, the general audience response to the show has been enthusiastic. Of the approximately 10,000 people who attended during the admission-free week, 4,404 filled out questionnaires.

The breakdown of replies was roughly as follows: 3.956 "loved the show," 320 had mixed feelings and 128 didn't like it, including one young woman who wrote. "I don't like ballet. I only came because the seats were free." The tabulations of the poll is displayed outside the theatre.

Kneeland explained to VARIETY, "I was not attacking the critics, but I think it would be a revolutionary experiment if paying audiences in the first week of any new production were to be asked their opinions, and the results to be made public along with the reviews of the professional critics. I'm glad I was forced to make the experiment the results of the professional critics. I'm made public along with the reviews of the professional critic. I'm glad I was forced to make the experiment, because it has taught me a lot. We've sliced the first act by about 10 minutes and made other others. changes in response to the views of the critics and the public.

### Toys' Got \$5,422 Profit **During July and August:** Net Is \$100,241 To Date

"Toys in the Attic" earned an overall operating profit of \$5.422 during the eight weeks from last July 4-Aug. 27. The weekly gross during that traditionally sluggish summer period ranged from \$18,494 for an operating loss of \$613 to \$23.898 for an operating profit of \$1,345. The other six weeks were

all profitable.

As of an Aug. 27 audit, the financial condition of the Kermit Bloomgarden production of Lillian Bloomgarden production of Lillian Hellman's drama, show in its 29th week at the Hudson Theatre, N. Y., with Jason Robards Jr., Maureen, Stapleton and Irene Dorth as costars, was as follows:
Investment. \$125,000 (repaid).
Profit, \$100,241 (includes film income of \$108,000 with another \$36,000 from the picture sale due in 1961).

\$36,000 from the picture sale due in 1961).

Net profit, \$77,343 (after the deduction of \$20,048 for Miss Hellman as her 20% share of the profits and \$2,850 for N. Y. State

pronts and \$2,500 for N.Y. State unincorporated business law). Distributed profit, \$42,000 split equally between the management and the backers, with the former giving 5% to director Arthur Penn.

Sinking fund. \$15,000. Bonds and deposits, \$14.283. Balance available for future dis-tribution, \$6.060.

### Figure \$12,000 Budget For Off-B'way 'Squaring'

The planned off-Broadway revival this season of Eugene Lyons and Charles Malamuth's adaptation of Valentine Katavev's "Squaring the Circle" is budgeted at \$12,000. The capitalization for the Cecil Reddick, Dick Mendelsohn and Harvey L. Bilker production covers production costs of \$7,952 (including bonds) and a reserve of \$4,048.

Chleago, Sept. 20.
Linda Darnell was the top box office draw at Drury Lane Theatre here this summer, hitting the season's tallest gross in final week of "Monique," ending Labor Day. She grossed \$10,921 at the 540-seater. der the bureaucracy of the Soviet The actress has returned to Los Angeles, where she is readying a nightcula act to break in at Framington, Mass., in October.

### Shows Out of Town

#### The Wall

The Wall
Philadelphia, Sept. 20.
Bloomgarden & Billy Rose
of two-act drama by Millard
scot on the novel by John
Karlon Barron, State of the State of George C. Scott
e James Nielsen
Muni Seroff
Claudette Nevins
Joseph Bernard
Yvonne Mitchell
Marian Saides
Leils Marian
Galat
Lorraine Abate
Robert Burr
James Stevenson
Alberta Nelson
tshka htz .... b Mazur linka Apt .

Millard Lampell's account of the doomed and deluded ghetto people has a documentary value. The play has been adapted from John Hersey's bestseller but in transition if has been forced to bow to theatre limitations. The three years of Nazi occupation until the final holocaust is told in terms of a small tenement. The cat and mouse game of the conquerors, the hopes and futile devices of their trapped victims are shown in terms of a dozen principals. There are no heroes per se, not even a protagonist, and the overall effect seems to be more that of a pageant

overall effect seems to be more that of a pageant
As director, Morton Da Costa has woven his tapestry of misery with recognizable characters and familiar situations. The people are familiar situations. The people are appealing, but with the exception of George C. Scott as a lone wolf ne'er-do-well, none is especially memorable. Scott is an interest-ing figure of a self-contained, halfing ngure of a seir-contained, nair-amused, resourceful gent who sees cleasly what is transpiring and finds ways to circumvent it. He escapes into the Polish city when the Nazis close in, but in a sacrificial gesture at the end, returns to the rubble to help a handfull of comrades and his sweetheart escape from the Gestapo and their yelping police dogs.

Although his role is pretty much of a cliche, Joseph Buloff punches across each laugh as the comedy peddler. Yvonne Mitchell's playing of the role of the schoolteacher is handicapped by the fact that it's merely a short-order assignment of Joan of Arc.

Da Costa spends nearly all of the amused, resourceful gent who sees

of Joan of Arc.
Da Costa spends nearly all of the play introducing his little neighborhood. There should have been more excitement worked up as they decide to take on the German army with their finsernals. Howard Bay's multiple three-level set is trimly geared to the well populated stage.

Gagh.

### Face of a Hero

Pace of a Hero

Philadelphia, Sept. 15.

Lester Osterman presentation of drama a prolog and three acts, by Robert L. Sept. 15.

Lester Osterman presentation of drama a prolog and three acts, by Robert L. Sept. 15.

Lester Osterman presentation of drama a prolog and three acts, by Robert L. Sept. 15.

Lester Osterman and Robert Dekker. James Donald, corned three and the sept. 14.

Lester Osterman and Lester Betsy Blair, ussell Colinas. Ellen Holly, Roy Poole, earth Cornov, Opened Sept. 14.

Lester Sept. 14.

Lester Oster Lester, Philadelpois a phael Knox and Lester Prince Cornov to Litchfield Guy Sorel holds Grant Mary Farrell letter Cornov to Litchfield Mary Farrell letter Dekker Albert Dekker avid Poole Sept. 15.

Lester Sept. 15.

Lester Mary Farrell Collina Col

Although Robert L. Joseph is oposed to have written this supposed to have written this adaptation of Pierre Boule's novel primarily for the stage, some of those who attended the first per-

formance of the Philadelphia tryformance of the Philadelphia try-out expressed preference for the prior television presentation. But whatever the justification of such comparisons, the legit production which last week opened Philly's season is a confusing, unsatisfying

show.

The opening night ran three hours, including two intermissions. Whether the customary rewriting and tightening, more pointed stagand tightening, more pointed stag-ing and smoother performance can improve the play sufficiently for Broadway seems questionable, even allowing for the local tuneup engagement and another two weeks in Boston.

Reb Mazur Joseph Bernard Rether Joseph Bernard Rether Apt Joseph Bernard Rether Joseph Boston Marian Salder Hand Apt David Optional David Option

Holly 15 secretary, as is secretary, as is

Alexander Mackendrick's staging is spotty, and the Ben Edwards setting is a complicated, somewhat cumbersome arrangement of several levels, with an elevator sec-

#### Once Upon a Mattress

Once Upon a Mattress
Chicago, Sept. 2.
S. Hurok. in association with National Phoenix Thetire, presentation of two-act (17 numbers) musical comedy: book by Puller: music by Mary Rodgers; lyrics by Puller: music by Mary Rodgers; lyrics by Marshall Bater. Staged by Jack Sydow; choreograph; Joe Layton: musical numbers. David Neuman: sets and costumes bers. David Neuman: sets and costumes here. David Neuman: sets and costumes men. Coppola: music director, Hal Hastings: dance music arrangements, Roger men Coppola: music director, Hal Hastings; dance music arrangements, Roger Adams; orchestrations, Heraby, Kay Ardams; orchestrations, Heraby, Kay Ardams; orchestrations, Heraby, Kay Ardams; dance music arrangements, Roger dance, Chet Sommers, John Baylis, Willy Switzes, Mrs. Buster Keaton. Opened Sept. 1, 500, at Erlanger Theatre. Chicago:

\$5.95 \$6.50 top.	
Minstrel	John Baylis
Prince	. Ed Kerrigan
Princess	Pat Dalsey
Oneen	Pones Clade
Wizard	Willy Switker
Princess No. 12 Lady Rowen 1	Barbara Quaney
Lady Rowens	Jean Palmerton
Prince Dauntiess	Cv Young
Prince DauntiessQueen	Fritzie Burr
Lady Lucille	. Carol Arthur
Lady Larken	Irene Dean
Sir Studley	Peter Holmes
King	. Buster Keaton
Jester	. Harold Lang
Sir Harry Princess Winnifred	Chet Sommers
Princess Winnifred	Dedy Goodman
Sir Harold	Al Fiorella
Lady Pepperell Sir Luce	Sheila Kave
Sir Luce	. Tony Starman
Lady Mabelle Mrs	Busier Keaton
Nikhtingale Samarkand:	Carol Arthur
Lady Dorothy	Myrna Galle
Sir Nicholas T Sir Joseph	ommy Thornton
Sir Joseph	. Richard Lyle
Lord Howard	Rd Kerrigan
Lady Jerane Lord Casper	John Diaz
Lord Casper	Kevin Kelly
Sir Serta	Joe McGrath
Sir Paul	Max Shaof

If it were a question of only the physical production, the national company of "Once Upon a Matress" should be enormously successful in its tour. It's as handsome a show as any that has crossed the Hudson since "My Fair Lady," and there's no evidence that S. Hurok has skimped for the road.

For all the festooning with Mary Rodgers' bright musical score, Joe Layton's euphoric dance numbers, and the ranciful decor and costumes devised by William and Jean Eckart, however, the book seems too trivial to generate excited word-of-mouth from hinter-

seems too trivial to generate excited word-of-mouth from hinter-

excited word-of-mouth from hinter-land audiences.

The old princess and the pea fairy tale, despite the "adult" satirical retelling, is just too filmsy a framework for a full-blown mus-ical. Considering that the premise was really only sufficient for a sketch in a chic revue, collabora-tors Jay Thompson, Marshall Barer and Dean Fuller have padded it out admirably.

it cut admirably.
But as the disappointing second (Continued on page 78)

### Show on B'way

World of Carl Sandburg

Armand Deutsch presentation of program of dismatic readings and songs based on the works of Carl Sandburgadapted and staged by Noranas Coronic Stars Bette Davis, Left Erickson's features Carl Allen. Opened Sept. 18 50 to week nights and Sundays. 73.5 50 to week nights and Sundays. 73.5 Friday and Saturday nights and opening.

New York playgoers may learn what the rest of the country not only Carl Sandburg is not only a be-loved poet but a moving writer for the theatre. 'The World of Carl Sandburg,' which opened last Wednesday night (14) at Henry Miller's Theatre for what is dis-creetly billed as a limited engage-ment, offers an uneven, at times enthralling show.

enthralling show.

As adapted and staged by Norman Corwin, with Bette Davis, Leif Erickson and guitarist-singer-actor Clark Allen, the program of readings and songs should have a reasonable Broadway run. With the new impetus of selected quotes from the New York reviews, the Armand Deutsch production should then be able to tour the college and local civic group indefinitely.

Of course, one element, possibly

and local civic group indefinitely.
Of course, one element, possibly a vital element of the opening performance won't be available for subsequent audiences. That's the presence of the white-haired Sandburg himself to take a curtain call in acknowledgement of the ovation and remain for a brief, fascinating talk in which he errone cusly referred to the theatre as owned by the Shuberts, instead of Gilbert Miller).

Presumably the show as pre-

Presumably the show as presented on Broadway is essentially the same as seen elsewhere during its long preliminary tour, although it seems questionable that Gary Merrill or his brief successor, Barry Sullivan, could have been as expressive a costar for Miss Davis as Erickson proves to be. At any rate, the show reveals the long, painstaking, preparation of its Presumably the show as painstaking preparation of its months on tour. It's an impressivesmooth performance.

In general, the material follows In general, the material follows a natural progression of Sandburg's writing about birth and childhood, through maturity to death, but adds its so-called comedy-relief bits of jokes, and winds up, with the familiar material about the author's epic subject, Abraham Lincoln. There's an uncomfortable aura of adulation in some of the introductory and explanatory portions of the script, as if Sandburg's writing mighth't stand on its own, but had to be pre-sold to the audience. Also, the piecemeal nature of the program mitigates a cumulative emotional effect. tional effect.

rne show improves as it progresses, however, and when it gets into the mid-portion of the second half, rises to a sobering level with Erickson's eloquent reading of "The Unknown War," climaxed shortly after by Miss Davis, poweful performance of the searing ballad of a rebellious, scornful Negro woman, "Elizabeth Umpstead."

Like the evening as a whole.

Like the evening as a whole, Miss Davis gets better as she goes along. Although her delivery tends to be sing-song, with her familiar mannerism of ending selections with an up-reading, she's an undeniably potent stage personality. Erickson gives his best performance on Broadway to date. He has dramatic impact, good comedy touch and subtletty. Allen adds change of pace with his guitar, ballad singing and occasional readings.

Corwin's selection of the Sand-Corwin's selection of the Sand-burg material is shrewd and taste-ful, and his staging has the rare quality of being imperceptible, although of course he groupings, occasional movement and the shiftoccasional movement and the snirting, varied lighting represent art-ful theatre. The use of micro-phones seems intrusive, however. The performance is staged against a background of dark drapes, with four ecru-colored screens, and the three players seated on swivel three players seated chairs at lecteurs.

chairs at lectenrs.

As usual, the announced limited engagement probably means that "The World of Carl Sandburg" run will be limited by the length of time that business remains profitable. Although it's at the Miller Theatre on an interim basis, with "Under the Yum Yum Tree" due there Nov. 16, another house could presumably be obtained if business should warrant.

Hobe.

Script was no more than "actor's field day.

The musty romance of the widowed, young queen of a mythical limited by Theatre on an interim basis, with "Under the Yum Yum Tree" due the intention of assaisanting her there Nov. 16, another house could presumably be obtained if business should warrant.

Hobe.

As usual, the announced limited for an actor's and designer's field day.

The musty romance of the widowed with Salkans—circa "The Glass Menagerie," and Williams "The Glass Menagerie," and Williams "The Glass Menagerie," and Williams (Byson's "The Miracle Worker" have been chosen by the their Nov. 16, another house could presumably be obtained if business might have served as the libretto that the salkans of the salk should warrant.

### **Shows Abroad**

### (The Little Datcha)

Paris, Sept Paris, Sept. 9.
Rene Dupuy presentation of three-act onedy by Georges Soria, adapted from te Russian play, "Another Man's Child" y V. Chkvarkine, with musteal score ranged by Paul Mirashi from Russian lik songs, lyrics by Andret Harnez, taged by Rene Dapty; E. Pierre eneault. Opened Sept. 6, 60, at the heatre Daunou, Paris.

Father	Olivier Hussenot
Mother	Marise Paillet
	Daniele Lebrun
Constanti Yakov	Michael Roux
Yakov	Gib Grossac
Prybiliev	Andre Thorens
Simon	Guy Michel
Mironovitch	Jean D'Yd
Zina	Rosine Favey
Raya	Sylvie Davidson

"Datcha" is a pleasant little show half farce, half minor musical Acted light-heartedly and with sufficient charm and playfulness at the intimate theatre next to Harry's Bar, it may have a respectable run.

The play is based on a Soviet. comedy first done in 1934 at the Moscow Sattrical Theatre, becoming such a hit there and elsewhere in Russia that the author. V. Chkvarine, was able to purchase a swarky American auto and stood

Chkvarine, was able to purchase a swanky American auto and stood in danger of becoming a capitalist, so fast did its royalties pile up. "Datcha" is a sort of Paris boulevard play to begin with and its central theme is the same as that of "The Doors Slam," the piece that preceded it at the Daunou. The slight, fanciful plot involves situations that arise when a popular young girl pretends she is pregnant, to test the sincerity of a quartet of admirers and the patience of her parents.

There is a gay, picturesque set of the woodland cottage, and Paul Misraki has arranged an attractive score of sprightly folk melodies.

of the woodland comments of the woodland comments of sprightly folk melodies. Daniele Lebrun, a trim, pert, pertite blonde, scores as the sought-after heroine and there is nice work by Michel Roux as the student who wins her, Marise Paillet llate of the Comedie-Francaise) as her father, Andre Thorens as the father, Andre Thorens as the her mother, Olivier Hussenot as her father, Andre Thorens as the moustached heavy and Gib Grossac as the comic Caucasian.

'Datcha" is an off-Broadway possibility.

### L'Aigle a Deux Tetes

(Double Eagle)

Paris, Sept. 8.

Revival of three-act dramm by Jean
Cocteau, Staged by the author assisted
by Francois Maistre, scenery, Andre
Beaurepaire; costumes, Nireille Leydet;
recorded music and sound effects, Ted
Kiriloff, Stars Edwige Feuillere. Opened
Sept. 7, 60, at the Paris.

Felix de Villenstei	n Yves Vincent
Edith de Rerg	Nadine Basile
Queen	Edwige Feuillers
Stanislas	Gerard Barra; Franz Padols
Count de Foehn	Guy Trejar
N	

In his preface to the published version, the enfant terrible of French letters (recently turned 70 and elected a member of the Academy) confesses that he wanted to concot the sort of vehicle in which Sarah Bernhardt, Rejane, de Max and Mounet-Sully used to show off before the 1914-18 war. He has tried, in brief, to write a "Tosca" or "Fedora," but the result is sub-Sardou.

He has tried, in brief, to write a "Tosca" or "Fedora," but the result is sub-Sardou.

The present revival opens Edwige Feuillere's season at the Sarah Bernhardt, where she will also do adaptations of Maugham's "Constant Wife" and Corneille's "Rodogune." As the melancholy sovereign of a roccco Graustark, modeled in character and dress after Empress Elizabeth of Austria, the lady-like Feuillere contributes a virtual one-woman tourafter Empress Elizabeth of Austria, the lady-like Feuillere contributes a virtual one-woman tour-de-force. The wheels come off the wehicle early in the evening, but the star has the histrionic ability to walk the rest of the distance with grace and dignity.

"L'Aigle a Deux Tetes" ("The Eagle Has Two Heads"), Jean Cocteau's had its world premiere here in 1946 when Jacques Hebertot staged it elaborately at his playhouse with the popular Edwige Feuillere and Jean Marais costarring.

wige Feuillere and Jean Marais costarring.

Appearing Just after the dark, dank war years and still in an era of lingering ausierity, it was accepted as a rich feast of "good theatre," though the trumpery script was no more than an excuse for an actor's and designer's field day.

1900. As a product of Cocteau's brilliant; steely pen, it is incongruous and preposterous.

Taking over the Marais role of the dreamy poet. Gerard Barray

the dramy poet, Gerard Barry gives a very clumps account of himself, poor in both delivery and stage presence, accepting the spuriousness of the text. Guy Trejan, however, has good moments as the wicked prefect of police and

as the wicked prefect of police and the other players suffice. The sets by Andre Beaurepaire are lush and lavish, and the author has directed.

Curt.

("L'Aigle a Deux Tetes," adapted by Ronald Duncan, was produced in London in 1946, with Elleen Herlie scoring her first major West End success as the quen. The same version was presented at the Plymouth Theatre, N. Y., in the spring of 1947 with Tallulah Bankhead as star. It played only 29 performances. Duncan, apparently Bankhead as star. It played only 29 performances. Duncan, apparently mistaking the accented "a" in the title for an unaccented "" renoneously titled the play "The Eagle Has Two Heads," instead of the "Two-Headed Eagle."—Ed.)

#### The Seagull

London, Sept. 2.
Old Vic Co. presentation of a threeact (four scenes) play by Anton Chekov,
translated by J. P. Devis, Staged by John
Fernald: decor. Paul Mayor, costumes,
Beatrice Dawon; incidental music composed by Ronald Settle, played by John
Vic London; \$1.98 top.

Medvedyenko
Medvedyenko Medvedyenko Derek Smith
Masba Georgine Anderson
Konstantin Treplyev Tom Courtenay
Peter Sorin
Yakov Charles West

overion

of Courtenay

Cyril-Luckhum

Charles West

Syn Ann Bell

Syn Ann Bell

Rabp Michael

Gerald Jamed

i Judith Anderson

David Lloyd Meredith

Kosemarie Dunham

Week's fr 

Cook Mender David Lloyd Meredita Housemai Rosemarie Dunham After a week's tryout at the Edinburgh Festival, "The Seagull" has opened the Old Vic's London season. Chekov's masterly tragicomedy, depending as it does so much on the interweaving of individual performances into a whole, is a challenge for a new team of players, but the present Old Vic cast rises creditably to the exacting demands of this haunting play of atmosphere and feeling.

On the first night the pace of John Fernald's production occasionally lagged and some of the humor is in need of fining down. To play deliberately for yocks in Chekhov instead of letting them happen seemingly naturally is defeat the playwright's artistic blending of tears and smiles. "The Seagull" offers a wealth of acting opportunities and, in the main, these are eagerly taken. Judith Anderson, making her first London appearance since 1937, brings great panache to the role of firina Arkadin, the possessive, flamboyant, fading actress. Nevertheless it is in the slight vulgarity, the flashy superficiality of the actress that she scores particularly, not yet has the relationship between the mother and the tortured son blended enough to bring pity. Ann Bell, making her first London strength of the strength of

not yet has the relationship between the mother and the tortured son blended enough to bring plty. Ann Bell, making her first London appearance in the difficult role of Nina after only a year in stock, gives a promising showing, both as the naive, starry-eyed country girl and the disillusioned unhappy young actress whose life crumbles in traredy. She is a young actress of sensibility, worth watching.

Tom Courtenay, making his professional debut, has not yet the strength and experience to tackle the part of Konstantin to its full weight, but he makes a very good stab, and his final scene with Nina, before committing suicide is well

before committing suicide is well controlled.

controlled.

Other parts are in capable hands. Tony Britton, as Trigordin, the novelist, brings out the Insectirity, caddishness, sensitivity, sincerity, weakness and makes him a character of interest. Ralph Michael, Cyril Luckman, Georgine Anderson and Sylvia Coleridge all contribute skillfully to a satisfying evening.

Paul Mayo's sets are well conceived and have the right atmoscived and have the right atmoscible.

ceived and have the right atmosphere of languorous gloom. The Beatrice Dawson costumes are handsome and apt. Rich.

### So They Say

"I can do only things that interest me, that atimulate a real response. As soon as money becomes the only reason for doing something, it becomes dreary and time-wasting."—British actress fear Plowright, star of the scheduled Broadway production of "A Taste of Honey," as quoted in an unsigned interview in the N. Y.

"I may sound immodest, but I'm a singing actor or acting singer, but both are important to me. And I think I'm selling only half of my talents I do either to the exclusion of anything else."—Singer-actor John Raitt, as quoted by Allen M. Widem, theatre editor of the Hartford Times.

"I'm never going to be able to compete with the really big stars, so I'm not really a star. If I have to have something said about me, rather than that I'm a star, I'd like it said that if I'm in a play there must be something of quality about it. I just don't look like a star should look."—Actor-director Hume Cronyn, as quoted by Harold Stern in the Ft. Wayne Journal-Gazette.

"I think that if you give the audience the feeling that you're having genuine fun with it, then they'll have fun with it too."—
Julienne Marie, title actress-singer in "Gypsy," as quoted by John
Watson in the N. Y. Journal-American.

I really like the theatre. There's nothing like going on the road to find out. You never get too old to get an education. I discovered that just playing in a different type building was an education. I enjoyed it. It was a fabulous experience."—Film and legit actress. Bette Davis, as quoted by Lee Silver in the N. Y. Daily-News.

"I'm interested in a live company doing live scripts. I'm not interested in a director's theatre. The director's theatre. I think, has had it."—British director, Joan Littlewood, in New York to stage "The Hostage," as quoted by Stuart W. Little in the N. Y. Herald Tribune.

"Since I took to water instead of liquor, I've lost 23 pounds and 11 teeth. The loss of weight is self-explanatory. The teeth were always aching, but when I was on a jag I didn't notice it. When I went dry, they had to come out."—Irish playwright Brendan Behan, author of "The Hostage," as quoted in an unsigned Associated Press interview from Dublin, published in the N. Y. Levral America.

"I have opi ions and I am not too diffident to express them. I was trained as a singer and then, too, a singer and an actor do the same things. It's basically a matter of bellows and pipes."—Irish director Tyrone Guthri, as quoted by Henderson Cleaves in the

"There alway will be a few gifted writers like our (Lillian) Hellman, (Arthur) Miller and (Tennessee) Williams who will use excellent language to set forth accurate, fascinating characterizations of interesting individuals they have known and understoad. This will make worthwhile plays. There will be an audience for them. How, I don't know. But the theatre never dies."—Broadway producer Kermit Bloomgarden, as quoted by drama critic Frank Aston in the N. Y. World-Telegram.

"There is nothing so common in the theatre as dissatisfaction. Tennessee Williams' dark poems of evil are denounced as unhealthy, but plays tending toward sweetness and light are scorned as naive. Dramas with a social point of, yi w are sneered at as 'messages,' but those without one are dismissed as proof that the stage is unaware of the world around it. Works in the conventional for new methods of approach are thought of as self-conscious odd-testing the proof of the world around it. Works in the conventional fires. A 'Gypsy' is called too cold and hard, but a 'Sound of Music' is mocked for being sentimental and saccharine."—Richard Watts Jr., critic for the N. Y. Post, in a recent column.

Twe often had feelings of inferiority, but I have never in all my life felt superior to anyone—except to those who w or nasty or brutal."—Playwright Tennessee Williams, by Donald Freeman in the San Diego Uni

"In America, there is a religion about morality. To live in si publicity is quite wrong. Even in Hollywood, it's objectionable to have official liaisons with women wthout marriage. Errol Flyning as special dispensation, but all others had to marry — and divorce, of course—to satisfy Louella Parsons.

"American' tv glorifies married couples. I don't think 'I Love Lucy' would have been such a success if Lucy and Desi hadn't been married. Now they're breaking up, and the country is in mourning. In France, if a couple that has been together for a long, long time breaks up there is general rejoicing."—French legitfilm actor Claude Dauphi, as quoted by Art Buchwald in the N.Y., Herald Tribune.

"I'm a monopolist at heart. My idea of the perfect season is a Merrick hit in every Broadway house — and a few on tour."—Broadway producer David Merrick, as quoted by Phil Santora i the N. Y. Daily News.

"On the whole, I've been lucky, but play investing is only for people with rocks in their heads. It's certainly no place for money you need, and the returns are getting smaller every year."—Broadway producer and pressagent Arthur Cantor, as quoted by Frances Herridge in the N. Y. Post.

### PLAN GRATIS THEATRE FOR NEEDY CHILDREN

Albany, Sept. 20.

Free Theatre for Institutional-ized and Needy Children, Inc., has lzed and Needy Children, Inc., has been chartered. a non-profit membership enterprise. As indicated by its title, the group's intention is to "organize, operate and maintain without charge, a theatre for children who, because of financial limitations of their parents or custodians, or because of confinement in hospitals or institutions would otherwise he institutions would otherwise he institutions. stitutions, would otherwise be un-able to attend the theatre."

Directors of the corporation, headquartered in New York, are Dorothy Fullerton, Edward Sun-shine, Priscilla Bowdle, Richard Orlon and Lois Ballenger.

### Off-Broadway Shows

Off-Broadway Shows
(Figures denote opening dates)
Balcony, Circle in Square (3-56),
Fantssiicks, Sullivan St. (5-3-60),
Fantssiicks, Sullivan St. (5-3-60),
La Ronde, Marquee (5-5-60),
Bang St. (5-35-50),
Mary Sunshine, Orpheum (11-18-59),
Sign of Jonath, Players (9-8-60),
Mary Sunshine, Orpheum (11-18-59),
Sign of Jonath, Players (9-8-60),
Herre Come Clowns, Actor's (9-19-60),
Herre Come Clowns, Actor's (9-19-60),
Berectory, Gate 19-25-60),
Repertory, Gate 19-25-60,
Repertory, Gate 19-25-60,
Repertory, Gate 19-25-60,
Repertory, Factories, Martinique (10-12-60),
Danin's Theories, Martinique (10-12-60),
Sehinel Wall, Jan Hus (10-31-60),
Sehinel Wall, Jan Hus (10-31-60),
Sehinel Wall, Jan Hus (10-31-60),
Mousetrap, Maidman (11-5-60),
Tree in Brooklyn, Barbiron (11-28-60),
Behinel Wall, Jan Hus (10-31-60),
Behinel Wall, Jan Hus (10-31-60)

### Lines For the Losers

By TOM WEATHERLY

Here's to the ones who didn't win That transitory fame, The accolade of marquee lights Spelling out a name.

Wherever you may be, dear hearts, In hamlet, town or city. Feel never a pang of bitter loss— Nor either of self-pity.

You luckily missed a rugged road, Beset by brutal whippings; And at the end, the winner's

wreath of faded clippings.

### Legit Followup

A Thurber Carnival

A Thurber Carnival
(ANTA THEATRE, N.Y.)
Although it's taken James
Thurber a long time to get onstage,
he's not wasting the opportunity.
Having joined the cast of "A
Thurber Carnival," at the ANTA
Theatre, N. Y., he's adding a
divertingly casual portrait of himself in the sketch, "File and Forget," about a helpless author entangled in correspondence with
publishing company dunderheads.
Before writing "Carnival," of
course, Thurber collaborated with
Elliott Nugent in the memorable
comedy hit of about 20 years ago,
"The Male Animal."

As an actor, the humorist doesn't

"The Male Animal."

As an actor, the humorist doesn't strain himself. Since he's blind, the 65-year-old author is led onstage, and then seats himself in a large armchair to dictate a series of increasingly exasperated letters to numbskull publishing executives. His obvious amateurishness as a performer doesn't prevent him from getting the laughs, and may even add a realistic note to the situation. In his rather diffident manner, the writer has theatrical magnetism.

magnetism.

All in all, "A Thurber Carnival" holds up well. Tom Ewell having withdrawn. top-billed star and Eddie Mayehoff having exited as his successor, the male comedy lead assi ments are now shared by the remaining cast members, mostly costar Paul Ford and featured comedian John McGiver, with Peter Turgeon doing the with Peter Turgeon doing the sketch, 'The Night the Bed Fell on Father."

In general, the effect is agree-able. Perhaps Ford, with the new assignments added to the substan-tial material he already had, tends to wear out his welcome by the to wear out his welcome by the end of the evening. But he's es-sentially right for Thurber ma-terial, since he has an amusingly deadpan manner and even looks a bit like one of the characters in a Thurber drawing.

a Thurber drawing.

Peggy Cass has a very funny way with a comedy line, and if she now seems a trifle shrill it's probably inevitable, since Thurber's feminine characters all tend to be not only deadlier but also considerably more raucous than the males. McGiyer's blank-faced delivery is excellent for the show and Turgeon is an asset, although he's not able to do much more than Ewell did with the Interminable 'Night the Bed Fell.'

Patricia Bright, successor to

Patricia Bright, successor to Alice Ghostly, brings a delicious touch of bright idiocy to several femme roles, Joan Anderson is a nitty looker (who has a divertingly difficult time trying to keep a straight face during some of the laugh-provoking sketches), and Don Elliott's swing group adds a pleas-ant musical touch. Hobe.

#### **Production Assignments** BROADWAY

"Becket": Lucia Victor, production stage manager.
"Camelot": Franz Allers, con-

I'm With You": Eugene Loring,

choreographer.
"Invitation to a March": Herman Bernstein, general manager; Milton Baron, company manager; Reginald Denenholz, pressagent; James Gelb, production stage manager; Michael Gleason, assistant manager.

stage manager.
"Little Moon of Alban": Richard

"Little Moon of Alban": Richard
10-3-60.
Skinner, company manager.
"Period of Adjustment": Patricia
10-12-60.
11-60.
11-60.
11-60.
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### Think the World's Mixed Up?

### Not Even Joe Cook's 4 Hawaiians Were as Puzzling As the International Traffic in a London Hotel

Editor, VARIETY:

Editor, VARIETY:

I read the story in VARIETY about the Chinese Opera going from Cuba to Vancouver by way of Zurich. I also read a letter from a guy in Hollywood who said that, in his opinion, their routing was a little longwinded; it would have been easier to go by way of Bermuda. I also read the piece in the N. Y. Times saying they traveled direct, that is, via boat to Montreal and train from there on. Montreal and train from there on, Montreal and train from there on.
And finally I read your letter asking me what. You came to the right
happened. You came to the right
fellow. I will make it all crystal
clear to you.

I am writing this while seated in the lobby of the Hotel Savoy in London. This is not capricious. It was in this very spot that George Jessel and I met Anna May Wong for the first time. This was in Jessel and I met Anna May Wong for the first time. This was in 1927 and Georgie and I immediately decided to start, studying the Chinese situation, with very good results. At least, Georgie says that this was a historically notable encounter, though I never met the lady again. Come to think of it, I never met Jessel again. What ever happened to him?

ever nappened to nim?

To show you what a small world it is, Molly Picon and her husband Yankel just walked through the lobby. I once saw them in a vaudeville show at Loew's 86th St. and—get this—who else do you think was on the bill? Long Tack Sam!

Tom Curtiss is here stopping at the hotel. He is here to write a review of Art Buchwald's new show and I'm sure he will write a show and I'm sure he will write a simple unprejudiced notice. The fact that they both work for the same paper has nothing to do with it and the Greeks have a word for it: Onassis. And if you think this is a slight digression from the substantial that the state of t

it: Onassis. And if you think this is a slight digression from the subject we are discussing, so all right, change 'Greek' to 'Chinese'—you know, like the fellow says.' I don't get it, what did he say?' and the fellow replies, 'I don't know, it's all Chinese to me.'

So this Chinese Opera. In the first place it's not an opera, it's a vaudeville show and a good one. They call themselves opera because no one alive can remember what the word vaudeville means. When they opened in Paris four or five years ago it was their first showing in Europe and they go, a great press. Which was right. Then 403 American agents and managers got out their contract pais and route books, but the fellows in Washington who had out the visas said, "Wait a minute, boys, let's examine this chopsuey and see if it isn't really chowmein.' What they meant was that the U. S. dies not afficially recognize Comboys, let's examine this chopsuey and see if it isn't really chowmein." What they meant was that the U.S. does not officially recognize Communist China, so they cannot let citizns of that country in. So that ended all the lies about how much this show could gross in Toledo, and they have continued to play wherever they could find dates, or without visas.

Six or seven Kriendlers just came in and said to say hello. Peggy Wood just came by and waved vaguely like as if she was wondering if we had met somewhere, David Merrick just took an option on six more shows. Sol Hurok is over in the corner signing contracts.

option on six more shows. Sol Hurok is over in the corner signing contracts. Irv Kupcinet is in the next chair explaining the Chicago White Sox to somebody—which seems like a kind of complicated thing to be doing. I'm telling you all this because I don't want you to think I'm a fellow with a one-track mind. So now I'll get back to the Chinamen.

London does not feel the same way about international politics as Washington. So the Chinese came to London and got great notices and did great business about four years ago, and once again some American managers tried to break the doors down and once again some. American managers tried to break the doors down and once again will be somethed in the British government got mad at somebody in the British government got mad at somebody in the Rekin government, so these Chinese acrobase excuse me I mean opera artistsegot a case of hurt pride and they packed up and left. Overnight. And the Adelphi Theatre in London was left high and dry, and had to make refunds, and apologies, and explanations. And for a few will circuit was one of the companies of the compan

weeks, instead of a hit, they had an empty theatre. And Washington said, "See."

an empty theatre. And Washington said, "See."

Then there was another Chinese show, direct from Formosa, and they didn't the said sood as this first bunch from Pekin and a lot of people agreed, but the critica—them rats!—and the payees (what do they know?) did not agree, so they went back to Formosa.

Jerry Whyte is in the dining room right now (where else would he be, except at table eating?) and I will check up some of these things with him, because he is an expert on Chinese things because he staged the London version of "Flower Drum Song." Dick Watts was here a week ago and he knows a lot about Chinese, too, but heran out of town before I could get here, the coward. I just saw Anthony Quinn and his wife and maybe I should talk to him about it, too, because he once lived in Mexico and this Chinese Opera troupe played Mexico before going to Cuba a few months ago. But no, on second thought, they didn't. They were booked in Mexico, but at the last minute the Mexican government said no dice and Fidel. Castro picked up their check instead.

ernment said no dice and Fidel. Castro picked up their check instead.

Earl Wilson just came in and I asked him if he could give me some pearls about this situation and he says that the only things he knows about Chinese problems is that he once met Lee Mortimer's wife. Phil Giersdorf is stopping here, so I asked him and he says he will talk to Zanuck about it, who is due here next week and—but I stopped him at this point, because why should you give Zanuck and Phil a free plug for their next movie? Let them buy an ad.

Roger Stevens just signed six more London plays and Sol Hurok just signed a half dozen new contracts and I dug out of my files a good picture of Warner Oland dressed up like Charlie Chan. This guy Oland, remember him? He was a rabbi in "The Jazz Singer" and he was actually a Swede and I don't know how come you dragged him into this thing? I wish Wolfe Gilbert were around town, there was once a song called "So Long, How Long You Gonna Be Gone" which, as near as I can remember, was the only song hit written more than a hundred years ago which Wolfe Gilbert did not write, so he could probably

remember, was the only song hit written more than a hundred years ago which Wolfie Gilbert did not write, so he could probably help us out.

Well, I think that is all I can tell you about this subject and I am sure it is all clear to you now. As soon as I hang up I've got to run over and cancel my seats to "Suzie Wong." I can't imagine why, but I've suddenly got a headache and need some rest.

Wolfe Kaufman.

### **Touring Shows**

(Sept. 18-Oct. 2)
merican Shekespeare Festivel Co.—
mial, Boston (26-1).
dersonville Triel—Center, Norfolk,
(28-39); Memorial Aud., Greensboro, American Shakespeare Festivel Co.— Colonial, Boston (26-1). Andersonville Triel—Center, Nortolk, Sc. (28-30) Memorial Aud., Greensboro, N.C. (1). Best Man (2d Co.)—Alcazar, S. F. (19-1). Best Man (2d Co.)—Alcazar, S. F. (19-1). Destry Rides Again—Thilharmonic, L.A. (26-1).

Duel of Angels—Blackstone, Chi (19-1), Face of a Here, (tryout)—Walnut, hilly (19.1)

Duel of Angels-Blackstone. Chi (19:1),
Face of a Hefe, (Tryout)-Walnut,
Face of a Hefe, (Tryout)-Walnut,
Flilly (19:10 Co.)—Shubert. Chi (19:1),
Florello (20 Co.)—Shubert. Chi (19:1),
Florello (20 Co.)—Shubert. Chi (19:1),
Invitation for a March (tryout)-Martinass.
Col. (21:24); Cass. Det. (28:1).
Invitation for a March (tryout)-Martinass.
Col. (21:24); Cass. Det. (28:1),
Wash (19:24)
Bouse (tryout)-National,
Wash (19:24)
Reyal Alexandra, Toronto (26:1).
March (20:1),
March

### Different Scores for 'Connection' Donald Albery Arrives

Freddie Redd's Composition for Off-B'way, Waxed By Blue Note, Not Used for Coast Presentation

The jazz score written for the The jazz score written for the original off-Broadway production of "The Connection" is not being used in the recently-opened Hollywood edition of the Jack Gelber drama. The score for the longrun repertory entry at the Living Theatre, N. Y., was written by Freddie Redd and recorded by Blue Note Records. The score for the Coast presentation was written by Dextor Gordon.

by Dextor Gordon.

It's understood that Redd, who plays piano in the off-Broadway production, did not negotiate a contract for the use of his music and that he only recently succeeded in getting a performance royalty from the management. However, in view of the identification of Redd's ecces with the show particularly

"Deep are the Roots": Lorenas Cale Leversee.

"Delightful Season": Nick Todd. the "Drums Under the Window" ship between the Window" ship between the Willage. U.S.A." ship between the Coper, Judy Guvil, Ken Urnston.

"Here Come the Clowns": R. Wictor Brown, Michael Dunn, Lou Wicker William and Mangolo, Hal Kram.

"Leave It to Jane": Andy Thomas (succeeding Angelo Mangol) "Man for All Seasons": Paul Scofield.

Son and I' (Yiddish): Mae

Schoenfeld.
"When We Dead Awaken": J.

Cannon, Inga Swenson (succeeding Vivera Lindfors).

"Valmouth": Anne Francine Alfred Toigo, Nan Courtney, Ell Stone, John Fostini, Ralston Hill.

### **London Bits**

### Theatre League-Tooters Sign New 3-Year Pact

The League of N.Y. Theatres and Local 802 of the American Federation of Musicians signed a new three-year contract last week, new three-year contract last week, which includes a six-year pension plan similar to that negotiated last June between the League and Actors Equity. It hasn't yet been settled, however, whether the thearter owners will contribute to the pension fund along with the producers, as in the case of the Equity pension setup.

Land the firm the firm and it presents and it presents and action was developed by Ralph alswarg. Broadway producer and stage designer.

A cast of five, with four dancers and four singers, and Zachary stage and consensus the minimum sheen increased from \$117.25 to limit layoff periods, outside of temporary closings during the Living Screen provided an with the producers have also agreed to weeks increased from \$117.25 to limit layoff periods, outside of temporary closings during the Living Screen provided and with the producers have also agreed to week increased from \$117.25 to limit layoff periods, outside of temporary closings during the Living Screen provided and with the producers have also agreed to week increased from \$117.25 to limit layoff periods, outside of temporary closings during the Living Screen provided and with the stage of the Way Home? Arthur "Difficult Woman": Butterfly McQueen.

"All the Way Home?" Arthur "Difficult Woman": Butterfly McQueen.

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"All the Way Home?" Arthur "Difficult Woman": Butterfly McQueen.

"All the Way Home?" Arthur "Difficult Woman": Butterfly McQueen.

"All the Way Home?" Arthur thill.

"Difficult Woman": Butterfly McQueen.

"All the Way Home?" Arthur "Difficult Woman": Butterfly McQueen.

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"All the way Home?" Arthur "Difficult Woman": Butterfly McQueen.

"Al According to a League official According to a League Official, the new agreement will add about \$500 to the weekly pit orchestratost, which is split between the producer and theatre owner. Under the terms of the new pact, which is retroactive to Labor Day,

Ralph Bellamy planed to the Coast last Friday (16) for a tape appearance on the Barbara Stanwick tv show. He will be back this mid-week to join his wife and the James Cagneys for a tramp steamer cruise to the Mediterranean, sailing Friday (23). The actor says the party will probably leave the ship at Venice, and stay there until he or Cagney ge's an assignment back in the U.S.
Bollamy was to have appeared.

back in the U.S.
Bollamy was to have appeared in a West End v-rsion of "Surirse at Campobello" this fall, but Warner Bros. advanced the release date of the film version from next April to this fall, so the London production was cancelled.

### To See New B'way Shows

London, Sept. 20.
West End producer and theatre
owner Donald Albery planed last
Sunday (18) to New York for a
three-week stay to gander the new
Broadway plays, and also to take Broadway plays, and also to take a look at some of the out-of-town

During his visit, three of the plays which he presented in Lon-don will bow in on Broadway. They are "A Taste of Honey." "The Hostage" and "Irma la Douce."

### New Technique Blends Livé and Screen Action For Studebaker Dealers

Atlantic City, Sept. 20. Some 4,000 Studebaker dealers

here last week to view the firm's 1961 line watched it presented more vividly by a technique known as the Living Screen. The system of interweaving stage and screen action was developed by Ralph Alswang, Broadway producer and stage designer.

cisco through September.

Transfilm-Caravel spokesman say that the use of Living Screen commercially is not the extent of its possibilities. It will also be used as an entertainment medium, as Alswang plans a musical. The Emperor's New Clothes," adapted by Dean Fuller and Marshall Barer, to be done early in the new year either in New York or Chicago.

### **Legit Bits**

surgery.

Leo Stern has joined Bernard Leo Stern has Joined Detugine Simon as press rep for "The 49th Cousin," "A Country Scandal" and "The Idiot."

London Sept. 20.

London Sept. 20.

"Pieces of Eight," the revue at the Apollo, folds Oct. 29. "Watch It Sailor" will transfer Nov. 14 from the Strand to replace it.

John Osborne's new play, "Lutther," will be staged at the Royal Court Theatre early in 1961.

"The Last Joke," by Enid Bagnold, starring John Gielgud, Ralph Richardson and Anna Massey, opens Sent. 24 at the Phoenix.
The first new play to be staged at the Mcmaid opens Oct. 6. It's a comedy by Gerald Frow, the theater's pressagent, and is called "Mir. Burke, M.P." It's about a chimpanzee who becomes prime mister.

Stabban McKansanill and "The Idiot."
The title of David Merrick's forthcoming musical, "Carrot Top" hat the title of David Merrick's forthcoming musical, "Carrot Top" hat the title of David Merrick's forthcoming musical, "Carrot Top" hat the title of David Merrick's forthcoming musical, "Carrot Top" hat the title of David Merrick's forthcoming musical, "Carrot Top" hat the title of David Merrick's forthcoming musical, "Carrot Top" hat the title of David Merrick's forthcoming musical, "Carrival" and "The title of David Merrick's forthcoming musical, "Carrival" and "The title of David Merrick's forthcoming musical, "Carrival" and "The title of David Merrick's forthcoming musical, "Carrival" and "The title of David Merrick's forthcoming musical, "Carrival" and "The title of David Merrick's forthcoming musical, "Carrival" and "The title of David Merrick's forthcoming musical, "Carrival" and "The title of David Merrick's presson of FBroadway when Judy Rutherford presents his season off-Broadway when Judy Rutherford presents his drama, "Call Me By My Rightful Name."

Michael Shurtleff, casting director for producer David Merrick, "Michael Langham the forthcoming musical, "Carrival" and "The title of David Merrick's present hat the title of Davi

Burke, M.P." It's about a chimparzee who becomes prime minater.

Siobhan McKenna will appear in a limited run of "The Playboy of the Western World," opening Oct. 1.2 a the Piccadilly Theatre. The plan is to take the show to Broadway.

The brokers have made a deal with Donald Albery for tickets worth \$280,000 for Lionel Bart's musical, "Oliver."

Onoe Baiko VII, Kabuki actor for the Mill actor for the Merchan Studies in the Theatone guest director for the Institute opening sessions of the Institute opening sessions of the Institute opening at the Mill stage "Narus Chool of Nursing of the Pittsfield (Mass.) General Hospital, following the Rabuki direct stage-managing the national tour of "The World of Suzie Wong."

Jennie Fields, emrolled last week in the Bishop Memorial of Kabuki (Mass.) General Hospital, following the graduation last June from the assignment of "The World of Suzie Wong."

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Gwen Verdon Is in the hospital representation Joint Diseases, N. Y., for foot trigery.

Leo Stern, has Joined Bernard imon as press rep for "The 49th ousin," "A Country Scandal" and last October. The ty director will try to set up a subscription list, and plans to put on first play in mid-Octobers.

Ketti Frings has bowed out as adapter of her 1941 film, Hold Back the Dawn, which she was to convert into a legit usical. Arnold Schulman is considering the project.

the project.

Alan Schneider planed Sept. 11
to London for talks with Benn W.
Levy whose drama, "Rape of the
Bell," he will stage for Broadway.

Bob Burland returned Sept. 1 to

New York after stage-managing the national tour of The World of

### Off-Broadway Reviews

Dance of Death

John Bowan & Voyager Productions
(In association with Richard H. Roffman
Assoc.) and presentation of three act
drama by August Strindberg, Staged, by
John Bowann, settings, William Shari;
John Bowann, settings, William Shari;
Gorneld Sept. 13, '60, at the Key
Theatre, N., '83,50 tog. Abe VicodaEdgar ... Abe VicodaEdgar ... Sender

A considerably abbreviated version of Strindberg's "Dance of Death" was presented last Tuesday (13) at the Key Theatre. Suffering mainly from John Bowman's arbitrary condensation and uninspired direction, the drama of marital disharmony in Scandinavia duelog the 1900's gets nowhere

marital disharmony in Scandinavia during the 1900's gets nowhere. At the outset, Strindberg establishes the mutual hatred between a ruthless army captain, and his wife, and for the remaining two and one-half hours he examines various incidents growing from this situation. The result is a candid portrait of the venom in the relationship and the surrounding lives.

Were it not for careless cutting and unimaginative staging by pro-ducer-director John Bowman, the play might have been an explosive event. What emerges, however, is a series of unrelated incidents

event. What emerges, however, is a series of unrelated incidents which lose impact.

Abe. Vigoda provides an effective portrait of the tyrannical husband and Jenny Davis gives a somewhat static performance as the venomous wife. Allan Stevenson is acceptable as a catalyst, although he rarely gets beneath, the surface of the role. Judith Valentine is a bit too exuberant as the daughter, but provides the only relief in the otherwise solemn production. Joe Daly tries too hard. William Shari's sets are sparse and practical and Richard Valentine's lighting is adequate. Blanch's costumes are both effective and attractiv

### The Sign of Jonah

Donald H. Goldman presentation two-act: drama by Grenter Rutenb adapted by George White: Staged Brian Shaw: lighting: Joseph H. Salv wardrobe: Elizabeth Page. Opened S 8. 50, at the Players Theatre, N.Y.: \$

Acrage Woman Charlotte Jones Stage Manager Grace Chapman

A powerful drama of man's inhumanity to man unfolded last Thursday (8 at the Players Theatre. The author, Guenter Rutenborn, former pastor of a small parish near Berlin, has written a play that probes the human conscience to determine responsibility for horror of war.

"The Sign of Jonah" is set in post-war Germany, with the audience supposedly in a theatre there. There is no specific time, and the characters are citizens of Babylon, Kinevch, Berlin and Coventry. Jonah is both the Biblical Jonah of the whale and a submarine captain of World War II.

They gather on the stage much the same fashion as those in a Pirandello play, some emerging from the audience itself, to be examined on Judgment Day. A judge and three archangels preside, with Jonah as the prosecuting attorney.

As the drama progresses, the characters attempt to shift the responsibility from one to the

As the drama progresses, the characters attempt to shift the responsibility from one to the next until it emerges that every one to blame for the furances at Dachau and Babylon, and the barbling runs or Leaden and Bernstein and Re-

David Ford, as the intense Jo-David Ford, as the intense Jonah, and Guy Sothern, the
judge keep the pace moving. Also
effective are Charlotte Jones as
the sometimes comic average
woman, George Axler as the average man, Bill Whitting as the merchant and Lorraine Serabian as
the Queen, Harvey Solin, Mel'
Arrighi, and Melvin Brez provide
enthusiastic performances as
archangels. terial.

the Queen. Harvey Solin, Mel.

Arrighi, and Melvin Brez provide enthusiastic archangels.

"The Sign of Jonah" was written

shortly after World War II and performed briefly at the Union Seminary three years ago. It remains as topical, with a level of poetic intensity and intellectual appeal for a limited audience.

Top Secret

"Top Secret" is the sort of fiasco that comes along only once-every three or four seasons, a pro-duction so amazingly inept that it duction so amazingly incept that it has to be seen to be believed. While there are always shows which will bore a patron out of his seat after the first act, this Ida Lublenski Ehrlich drama generates a kind of compulsive, incredulous wonder. And although it starts on a high note of theatrical chaos, the

a nigh note of theatrical chaos, the confusion actually becomes worse. The author, who also produced and directed her own script, must be held responsible, even for the two actors who, on opening night, collided skull-on downstage, and collided skull-on downstage, and almost stopped the show. Also for the performance of another actor whose lines went out of his head early in the evening, and he subsequently did nothing more than weakly echo the loud, clear, anticeptic voice of the prompter.

For the record, the plot involves a colorless New York matron, visiting in Rotterdam in 1941, who is picked for extermination by the local Gestapo chief.

local Gestapo chief. Anby.
(Closed Sept. 11, after eight performances).

### Stock Review

Tambourines to Glory

tas Barbara Lam den dren Lester Attics, Norman

Children. Lester Attles, Norman Merritt
The multi-talented Hazel Scott
takes a fling at legit in this new
play by Langston Hughes, but the
drama is not up to the energy she
gives it. Trim and alluring, Miss.
Scott plays a Harlem evangelist
i piece almost of the vintage of
David Belasco.
The star is sparkling and positive
in her characterization, and gives
the summer season a special importance, with fine assistance of
Georgia Burke and Clara Ward.
Miss Burke plays another evangelist no more scrupulous than th
leading character, while the incredible Miss Ward bangs out the
drums in their band with a gusto
that gets the audience into the act,

at Dachau and Babylon, and the credible Miss Ward bangs out the bombing runs on London and Berdin. Ultimately, with no one individually to blame, it's concluded that God is responsible.

Brian Shaw has directed the George White adaptation with dynamic, if sometimes hysterical, and increases. The lighting by Joseph Salyers is stark and intense on the multi-level bare stage.

lover.

The show is laced with lively music, beautifully sung spirituals and marching songs, and the central presence of the becoming Miss Scott. The poetic author has written touching honest and anpropriate lyries for the special ma-terial.

### Road Hot; 'Hero' \$18,300 (5), Philly; **Tenderloin** Record \$63,379 (9), N.H.; 'Raism' 33G, Hub; 'Irma' \$48,100, D.C.

Business was big for most road clight performances and shows last week. "Flower Drum Song" set another new house record in its seventh week at the Curran Theatre, San Francisco, and "Tenderloin" also scored a record take in its getaway tryout stanza at the Shubert Theatre, New Broadway tryout here las day. (14)

"Face of a Hero" got off to a nice start in the first five performances "Face of a Hero" got off to a nice start in the first five performances of its Philadelphia break-in stand and "Raisin in the Sun," launching its post-Broadway tour in Boston, played to virtual capacity business. Hub attendance, however, was clipped Monday night (12) because of Hurricane Donna. "Pleasure of His Company" also began touring last owek with an okay take for four performances in Rochester.

#### Estimates for Last Week

Parenthetic designations for outof town shows are the same as for Broadway, except that hyphenated T with show classification indicates tryout and RS indicates road show. tryout and its inducates road snow.
Also, prices on touring shows include 10°5 Federal Tax and local
tax, if any, but as on Broadway
grosses are net:
exclusive of
taxes. Engagements are for single week unless otherwise noted.

#### BOSTON

Raisin in the Sun. Wilbur (D-RS) (1st wk) (\$4.95-\$5.50; 1,241; \$33,-699) (Claudia McNeil).

699) 'Claudia McNeil'.
Opened tour here Sept. 12 to
unanimous approval Adams,
Globe: Doyle, American: Hughes,
Herald; Maloney, Traveler; Maddocks, Monitor; Norton, Record:
Over \$33,000 with Theatre GuildAmerican Theatre Society subserintim.

World of Suzie Wong, Shubert (D-RS) (1st wk) (\$5-\$6; 1.717; \$46,-

(D-RS) (1st wk) (\$5-\$6; 1.717; \$46,000). Previous week, unreported. Opened here Sept. 12 to negative notices (Dewar, Traveler; Doyle, American; Kelly, Globe; Rogers, Monitor; Norton, Record; Wolffers, Herald). Over \$32,700 with twofers.

CHICAGO
Duel of Angels, Blackstone (D-RS) (1st wk) (\$5.50-\$5.95; 1,447; \$45,000) (Vivien Leigh). Previous week, \$26.800, six-performance

week, \$26.800, six-performance split.

Opened here Sept. 12 to unanimous approval (Cassidy, Tribune; Dettmer, American; Harris, Dally News; Keen, Sun-Times).

Over \$32,600 with TG-ATS sub-

Fiorello, Shubert (MC-RS) (2d wk) (\$5.95-\$6.60; 2.100; \$71,115). Previous week, \$46,400 for seven performances with TG-ATS subscription and parties.

Over \$59,300 with TG-ATS subscription.

scription.

Once Upon a Mattress, Erlanger (MC-RS) (3d wk) (\$5.95-\$6.60; 1,380; \$48.500) (Dody Goodman, Buster Keaton). Previous week; \$28.700.

Over \$36.500.

DETROIT

Majority of One, Shubert (C-RS)
(2d wk) (\$4.50-\$6.60; 1,700; \$42.
000) (Gertrude Berg, Cedric Hardwicke), Previous week \$24,000 wicke). Previous week \$24,000 with TG-ATS subscription.

Over \$31,900 with TG-ATS subscription.

LOS ANGELES
Show Bost, Philharmonic (MD-RS) (5th wk) (\$5.75.86.50; 2.676; 2.876; 2.878,000) (Andy Devine, Julie Wilson Eddie Foy Jr.). Previous week; \$78.300 with Civic Light Opera Assn. subscription.
Almost \$77,200 with CLOA subscription.

Taste of Honey, Biltmore (D-T) (2d wk) (\$5.40-\$5.95; 1.636; \$53,000) (Joan Plowright, Angela Lansbury). Previous week, \$12,500 for seven performances

Nearly \$20,200.

NEW HAVEN
Tenderlein, Shubert (MC-T)
(\$6.50; 1,650; \$63,000) (Maurice
Evans).

Evans,
Opened pre-Broadway tryout
bere Sept, 12 to two negative reviews (Johnson, Journal-Courier;
Leeney, Register),
House record at \$63,379 for

#### PHILADELPHIA

Face of a Hero, Walnut (D-T) (1st wk) (\$4.80 \$5.40; 1.340; \$35.000) (Jack Lemmon). Began pre-Broadway tryout here last Wednesday (14).

Over \$18,300 for first five performances

#### ROCHESTER

Pleasure of His Company, Auditorium (C-RS) (Joan Bennett, Don ald Cook). Began bus-and-truck tour here last Thursday (15). Almost \$14,700 for four per-formances with Broadway Thea-tre League subscription.

#### SAN FRANCISCO

SAN FRANCISCO
Best Man, Alcazar (CD-RS) (1st
wk) (\$4.95-\$5.50; 1,147; \$37.000)
(Leo Ames, William Gargan, Gene
Raymond). Previous week, \$20,800,
Hartford Los Angeles.
Opened here Sept. 12 to three
endorsements (Hodel, News-Call
Bulletin; Knickerbocker, Chronicle; Einstei, Examiner).
Almost \$20,000 with TG-ATS
'bonus' subscription.

bonus" subscription.

Flower Drum Song, Curran (MC-RS) (7th wk) (\$6.25-\$6.90; 1.758; \$64.500). Previous week, \$62.000. House record, \$64,453 without CLOA subscription.

### ST. PAUL

Music Man, Auditorium (MCRS) (1st wk) Previous week, \$35-000 for seven performances, Auditorium, Calgary,
Nearly \$62,500 with TG-ATS

Nearly \$6 subscription.

#### WASHINGTON

Irma La Douce, National (MC-T) (2d wk) (\$5.50-\$6.60; 1,677; \$48,900) (Bizabeth Seal, Keith Mitchell). Previous week, \$22,900 for four performances with TG-ATS subscription.

Over \$48,100 with TG-ATS subscription.

WILMINGTON
My Fair Lady, Playhouse (MC-RS) (Diane Todd, Michael Evans). Previous week \$74,400, Communi-ty Auditorium, Hershey, Pa. Over \$59,800 with TG-ATS sub-scription.

### Scheduled B'way Preems

Scheduled B'way Preems

Carl Sandburg, Milliers (9-14-60)

Gard Sandburg, Milliers (9-14-60)

Ferewell, Eugene, Hayes (9-27-60)

Ferewell, Eugene, Hayes (9-27-60)

Farewell, Eugene, Hayes (9-27-60)

Farewell, Sander (10-28-60)

Taste of Honey, Lyceum (10-4-60)

Beeker, St., James (10-5-90)

Beeker, St., James (10-5-90)

Laughs & Events, Barrymore (10-10-60)

Well, Rose (10-11-60)

Tenderloin, 46th St. (10-17-60)

Tenderloin, 46th St. (10-17-60)

Tenderloin, 46th St. (10-17-60)

Well, Rose (10-11-60)

Well, Rose (10-11-60)

APM Cousin, Ambassador (10-28-60)

Laureite, Beck (10-27-60)

All Way Hene, Belasca (wk. 11-30-60)

Li le Moon, Longacre (12-1-60)

Li le Moon, Longacre (12-1-60)

Longe Mi, St. James (12-28-60)

Hero, ANTA (15-61)

#### LONDON SHOWS

iondon shows
(Figures denote opening dates)
Amorous Prawn, Saville (128-85),
Ant of Living, Criterion (8-18-60).
Brides of March, St. Martins (7-13-60).
Candida, Wyndham's (8-13-60).
Filose of March, St. Martins (7-13-60).
Candida, Wyndham's (8-13-60).
Filose of March, St. Martins (7-13-60).
Candida, Wyndham's (8-13-60).
Candida, Wyndham's (8-13-60).
Filose of March, St. Martins (7-13-60).
Candida, Wyndham's (8-13-60).
Filose of March, St. Martins (7-13-60).
Candida, Wyndham's (8-13-60).
Candida, Wyndham's (8-1

### Danish Ballet Big 25G For 2 Performances, K.C.

Kansas City, Sept. 20.
The Royal Danish Ballet, a virtual sellout at the 2,572-seat Music Hall here last Thursday/Friday (15-16), grossed about \$25,000 on tio-10), grossed about \$25,000 on the two-performance stand. The boxoffice was scaled to a record \$8 top. Ticket prices had previously gone as high as \$6 for "My Fair Lady."

The terp troupe was brought in y Ruth Seufert Attractions.

### Make \$2,000 Foundation Awards to Playwrights

The Arts of the Theatre Foundation, Inc., has named Herbert Boland and Louis C. Adelman, both New York residents, as winners of its seventh playwrighting contest, in memory of the late literary agent, Phyllis Anderson, The competition involved 122 contestants. The Boland and Adelman laws are titled respectively. Bathers are titled respectively. plays are titled respectively, "Bat-ile Dream" and "Dressed in Clean

Clothes."

The selection of the winning plays was decided by five judges, of whom, Herman Shumlin and John Gassner are permanent. The other three were Lee Strassberg, Robert Whitehead and George Savage. The Foundation award of \$2.000 to each winning playwright over a 12-month spread starting with last Thursday (15). The Foundation has no claims or ootion on dation has no claims or option on scripts.

Prior winners include Joseph Hayes, Arnold Schulman and Janet Stevenson, Edward F. Kook head of Century Lighting, is president of the Foundation

### **BALLIET NEW YORKER'S NEW OFF-B'WAY CRITIC**

Whitney Balliett has succeeded Donald Malcolm as off-Broadway critic for the New Yorker maga-zine. He took over the assignment

zine. He took over the assignment last week, reviewing the Marcel Marceau company at the N. Y. City Center and "H.M.S. Pinafore" at the 'Phoenix Theatre.

Balliett, who also does a jazz record column for the New Yorker, has been with the mag about nine-and-a-half years. He's been summer replacement film reviewer for the weekly this year and last. The change in the off-Broadway setup gives the New Yorker two new drama critics this season, with former film reviewer John McCarformer film reviewer John McCar covering the Broadway

openings.

It's understood that Malcolm,
who handled the off-Broadway assignment for the last two seasons, will continue with the magazine, concentrating primarily on book

### Mpls. Newspaperman As **Exec of Guthrie Theatre**

Minneapoli Sept 20. Gelfand, newspaperma and railroad executive, has been named administrator for the Tyrone Guthrie Theatre, the local repertory project planned for next

With \$900 000 still to be col-With \$900,000 still to be collected for the operation to begin, a fund-raising drive is now under way. A citizens committee headed by John Cowles Jr., part owner and executive editor of the local Star and the Tribune, is conductive the campaign.

### B'way Snappy; 'Fiorello' SRO Again, Take Me' \$51,200, 'Best Man' \$39,200, **'Sandburg' \$14,300** (5), **Marceau** 62<mark>1/</mark>3**G**

Broadway rebounded last week as grosses poared for virtually all shows. Receipts probably would have gone even higher if Monday night (12) hadn't been dampened by Hurricane Donna. "Fiorello" Thurber Carnival. ANTA (R) (2d wk; 16 p) (\$6.90-\$7.50; 1.185) by Hurricane Donna. "Fiorello" was back in the capacity lineup with "Bye Bye Birdle" and "Sound of Music."

The early Wednesday night curtain went up for the second time last week with managerial reaction split. Most concede that it's still too early for a definite evaluation of the move to a 7:30 p.m. starting

Window sales have generally been below normal for the early Wednesday eve performances and there's also been a drop in business at some of the restaurants catering theatregoers. In some cases, wever, advance sales have vever, advance sales have ked up. Vintage :60," one of last week's

two openings, was the first casualty of the season. It folded last Satur-day (17) after eight performances.

#### Estimates for Last Week

Keys: C (Comedy), D (Drama) CD (Comedy-Drama), R (Revue), MC (Musical-Comedy), MD (Musi-cal-Drama), O (Opera), OP (Op-

eretta). Other parenthetic designations refer, respectively, to weeks played, refer, respectively, to weeks played, number of performances through last Saturday, top prices (where two prices are given, the higher is for Friday-Saturday nights and the lower for weeknights), number of seats, capacity gross and stars. Price includes 10% Federal and 5% City tar, but grosses are net; i.e., exclusive of taxes.

Best Man. Morosco (CD) (24th wk; 184 p) (\$6.90-\$7.50; 999: \$41,000) (Melvyn Douglas, Lee Tracy, Frank Lovejoy). Previous week, \$35,300.

Over \$39 200

Bye Bye Birdie, Beck /MC) (22d wk; 168 p) (\$8.60; 1.280; \$57,518). Previous week, \$57,800. Over \$57,700.

Fiorello, Broadhurst (MC) (42d wk; 332 p) (\$8.35-\$9.40; 1,214; \$58,-194). Previous week, \$56,400. Nearly \$58,500.

Five Finger Exercise, Music Box (D) (41st wk; 321 p) (\$6.90-\$7.50; 1,107; \$40,107) (Jessica Tandy, Ro-land Culver). Previous week, \$14,-700 with twofers. Almost \$15,200 with twofers.

Gypsy, Imperial (MC) (63d wk; 495 p) (\$8.60-\$9.40; 1,427; \$64.500) (Ethel Merman). Previous week, \$44,300.

Over \$51,500.

La Piume de Ma Tante, Royale R) (92d wk; 731 p) (\$8.05; 1,050; 44,500) (Robert Dhery), Previous

week, \$32,100. Nearly \$35,700.

Miracle Worker, Playhouse (D) (47th wk; 372 p) (\$6.90-\$7.50; 994; \$36,500) (Anne Bancroft, Patty Duke). Previous week, \$32,600. Almost \$35,300.

Music Man, Majestic (MC) (143d wk; 1,136 p) (\$8.05; 1.626; \$71,000). Previous week, \$36,000. Nearly \$40,400.

# aurber Carnival, ANTA (R) (2d wk; 16 p) (\$6.90-\$7.50; 1.185; \$49,178) (Paul Ford, Peggy Cass). Previous week, \$26,000. Over \$27,100.

Toys in the Attic, Hudson (D) (29th wk; 224 p) (\$6.90-\$7.50; 1.065) \$39,600) (Jason Robards Jr., Maureen Stapleton, Irene Worth). Previous week, \$23,600.

Over \$27,400.

West Side Story, Story, Winter Garden (MD) (20th wk; 153 p) (\$8.05; 1.404; \$64,200). Previous week, \$44.500 with twofers. Over \$42,500 with twofers.

World of Carl Sandburg, Miller's (DR) (1st wk; 5 p) (\$5.75-\$7.50; 940; \$33,536) (Bette Davis, Lelf Erickson).

Opened last Wednesday (14) to

Herald Tribune; McClain, Journal American; Taubman. Times) two yes-no (Chapman, News; Watts, Post) and two negative (Aston, Watts, Post) yes-no (Chapman, News; Watts, Post) and two negative (Aston, World Telegram; Coleman, Mirror). Over \$14,300 for first five per formances.

#### ·Miscellaneous

H.M.S. Pinafore, Phoenix OP) (2d wk; 15 p) (\$4.95-\$5.50; 1.150; \$35,000). Previous week, \$25,700 for seven performances. Almost \$26,200.

Marcel Marceu Compagnie de Mime, City Center (Rep) (2d wk; 16 p) (\$3.95; 3.090; \$80,000). Pre-vious week, \$52,600. Over \$62,500.

### Opening This Week

Hostage, Cort (CD) (\$6.90-\$7.30; 1.155; \$40,000). Leonard S. Field & Carloine Burke Swann presentation, by arrangement with Donald Albery and Oscar Lewenstein Ltd., of the London Theaure Workshop production of a play by Brendan Behan. Opened last night (Tues.).

#### Closed Last Week

Vintage '60, Atkinson (R) (1st wk; 8 p) 187.50; 999; \$41,200). Around \$13,500 for first eight performances. Closed last Saturday (17) at an estimated loss of its en-tire \$165,000 investment.

### **Future Productions**

BROADWAY
"Catatick," drama by Jack Barefield; Elaine Perry, producer-di-

"Bevil's Advocate," drama by
Morris L. West; Dore Schary &
Devad Company, producers;
Schary, adapter-director. For early

March.
"Difficult Woman," by Conrad
Nole Roxo: Malcolm Stuart Boylan,
adapter; Dick Freitas, composer;
George Mysels & Morty Neff,
lyrics; Nik Fatula, producer. For

next season.
"Emperor Jones," musical adaptation of Eugene O'Neill drama; book and lyrics, Louis Gruenberg; Norman J. Seaman & Marvin Z. Goldstein, producers. For next next season.

"Free Thinkers," comedy by Leonard Spigelglass; Theatre Guild

Leonard Spigelglass; Theatre Guild & Dore Schary, producers; Schary, director. For December 1961. "Happiest Girl in the Werld," musical by E. Y. Harburg, musicand lyrics; Fred Saidy & Henry Meyers, book; Lee Guber, producer; Cyril Ritchard, director. For late March

and lyrics; Fred Saidy & Henry Meyers, book; Lee Guber, producer; Cyril Ritchard, director. For late March.
"Only Yeu," musical by Tom Murray, book; Buck Ram, musicand lyrics; Martin J. Machat, producer. For late fall, 1961.
"Yellow Leaf," drama by John Boruff; David Z. Berman, producer; Chuck Olsen, director. For this season.
"After Fm Gone," comedy by

"After Fm Gone," comedy by Norman Barasch-Carroll Moore; Courtney Burr, producer. For late

Nov.

"I Made My Bed," musical version of Rube Goldberg's comedy novel, planned by Robert Fryer and Lawrence Carr.

"Lonely Passion of Judith Hearne" by Brian Moore (from his

(Continued on page 78)

### CASTING NEWS

Following are available parts in upcoming Broadway, off-Broadway, and touring shows, as well as ballet, films, industrial and tele vision shows. All information has been obtained directly by the Variety Casting Department by telephone calls, and has been rechecked as of noon yesterday (Tues.). The available roles will be repeated weekly until filled, and additions to the list will be made only when information is secured from responsible parties. The intention is to service performers with leads provided by the managements of the shows involved rather than to run a wild goose marathon. This information is published without charge.

charge.

In addition to the available parts listed, the tabulation includes productions announced for later this season, but, for which, the managements, as yet, aren't holding open casting calls. Parenthetical designations are as follows: (C) Comedy, (D) Drama, (MC) Musical Comedy, (MD) Musical Drama, (R) Revue, (Rep) Repertory, (DR) Dramatic

### Legit

#### BROADWAY

"A Clean Kill" (D). Producer, Clifford Hayman (230 W. 54th St., N. Y.; JU 2-4095). Accepting photos and resumes, through agents only, of British performers, c/o above address. Available parts: three character men; two charact women; woman, 27.

"All The Best People" (C). Pro "All The Best People" (C). Producers, Joel Spector-& Buff Cobb (147 W. 57th St., N.Y.; PL 7-2691). Available parts: naive femme, 21; male, 30-35; middleaged femme, eyecutive male, 50-60; callous male, 30-35. Mail photos and resumes, c o above address.

"All "the Way Home" (D. Producer, Fred Coe (234 W, 44th St., N. Y.; OX 5-9262), Part available for boy, 7, plump, whiny, un-attractive. Send photos and res-ume to Gene Lasko, above address.

"A Season in Hell" (D). Producer, Daniel Hineck (32 W. 72d St., N. Y.; TR 7-9792). Part available for dynamic boy. 17-19. Mail photos and resumes, c/o producer, above address. Readings will be appointment only.

"Assignment In Judea" (D), Pro-

"Assignment In Judea" (D). Producer, Eddie Dowling (c/o Lambs Club, 128 W. 44th St., N. Y.; JU 2-1515): associate producer, Eric W. Gates. Available parts: woman, 30's; girl. 17-18. attractive; man, 40-50; man 25-30. All are featured roles. Apply though agents only, c'o above address.

"Carnival" (formerly "Carrot Top") (MC). Producer David Merrick (246 W. 44th St., Merrick 1246 W. 44th St., parts: title role, girl singer-dancer, 18-22; male lead, 25-38; men, 30-30; handsome, jaunty singer-dancer; man, 40-50, character comedian. nandsome. Jaunty. Singer-dancer, man, 40-50. character comedian, sing and dance; girl, 20-30, attractive commedienne, must sing puppeteers to perform full act; illusionist: three-man acrobatic illusionist: three-man acrobatic team, also act; jugglers, must handle Indian clubs and spin plates. Mail photos and resumes, c o above address. acrobatic

"Come Spring" (C). Producers,
Charles Bowden & H. Ridgeley
Bullock Jr. (137 W. 48th St., N. Y.;
CO 5-2630). Available parts: two
boys, 12-13, one Negro and one
white; white girl, 16; white girl,
23; two character men, 40's, one
Negro and one white; Negro
character woman. 70's, grandmother. Mail photos and resumes, c'o above address.

Drama (untitled formerly "Cen.

Drama (untitled, formerly "Ceral Seegar"). Producers Shi

### HOTEL SALISBURY An Excellent Hotel in Mid-Manhattan NEW YORK CITY

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Ayers, Charles Bowden & H. Ridge-ley Bullock Jr. (137 W. 48th St., N. Y.; CO 5-2630). Available parts: male lead. 45-35; woman, 50; girl, 30. and 10 reporters. Mail photos and resumes. above address.

and resumes. above address.

"Do Re Mi" (MC). Producer,
David Merrick (246 W. 44th St.,
N. Y.; LO 3-7520). Auditions
today (Wed.). Equity girl singers
at 10,a.m.; tomorrow (Thurs.), opensingers, girls at 10 a.m. boys at
2 p.m., Imperial Theatre (249 W.
45th St. N. Y.). Specially interested
in strong, jazz character singers
and off-beat types.

"Gyney" (MC). Producer, David

"Gypsy" (MC). Producer, David Merrick (246 W. 44th St., N.Y.; LO 3-7520), Part available for boy singer-dancer, 7-11, under 54 inches tall. Accepting photos and resumes c o Michael Shurtleff, above address

"La Plume de Ma Tante" (MC) Producer, David Merrick (246 W. 44th St., N.Y.; LO 3-7520). Part available for dancer-comedienne, must do point work. Send photos and resumes, c/o Michael Shurtand resumes, c/o leff, above address

"Little Moon of Alban" (D). Producer, Mildred Freed Alberg (c/o Milberg Productions, 200 W. 57th St., N. Y.; JU 2-8151). Parts avail-

ducer, Mildred Freed Alberg (c/o Milberg Productions, 200 W. 57th St., N. Y.; JU 2-8151). Parts available for seven men, 30's, British soldiers, all speaking roles. Mail photos and resumes, c'o Herman Shumlin (11 E. 48th St., N. Y.). "Love A La Carte" (MC). Producers, Arthur Klein, in association with Conrad Thibault (St. James Theatre Bldg., 246 W. 43th. St., N. Y.; LO 5-6376). Available parts: girl, 22; leading man, 30; second leading man, 30; character comedienne, 30. Accepting photos and resumes, above address. "Love and Death" (D). Producers, Mctual Theatrical Corp. & H & H. Ltd. (c'o Jeff G. Britton, 129 W, 52d St., N. Y.; JU 6-0877). Available parts: woman, 60's; three Afroncego duncer-musicians, rhythmic.

Negro dancer-musicians, rhythmic. Mail photos and resumes, c.o above

"Nine Millionth Star" (D). Producers. Michael Charnee & Geoffrey F. Rudaw (340 E. 66th St., N. Y.: RE 4-1478. Available parts: two men, 35-40, lanky southerners; three men, 25-35, husky, two women, 20-30, attravtive; girl, 14; boy, 15; boy, 16; man, 45, must play violin. Mail photos and resumes, c, o above address.

"Once There Was A Russian" (C). Producers, Leonard Key & Morton Segal (120 E. 56th St., N. Y.; PL 2-4190). Accepting photos and resumes of character men and women by mail only, c/o above address. "Nine Millionth Star" (D) Pro

"Rhinoceros" (D). Producer, Leo erz (140 E. 79th St., N.Y.; BU 8-Kerz (140 E. 79th St., N.Y.; Do o 2664) Available parts; sexy, bucon woman, 25; two character men, 45-50; distinguished, elegant man, 35. Accepting photos and re-sumes. c'o above address. "Shifting Heart" (D). Producers,

"Shifting Heart" (D). Producers, Charles Bowden & H. Ridgeley Bullock Jr. (137 W. 48th St., CO 5-2630). Available parts: leading man. 55: woman, 50; girl, 32; boy, 21, all Italian types; leading man, 35; two character men, 40; character woman, 40, all Australian and the statement of the stateme

flashy man, 45; gold-digging femme, 35; operatic woman, 50; Irish man, 48; portly, humorous man, 48; gossipy woman, 38; character man, 60; small char-45; acter man, absent-minded, intense sports writers: character man sports writers; character man, drunk; two, patrolmen; bartender; stage doofman; messenger boy; city policemen; bum; cab driver; fight fans; pedestrians; thugs; Mail photos and resumes to Busby Berkeley, /o above address.

"Thracian Horses"

"Thracian Horses" (D. Producers, Chandler Warren & William S. Boal (125 Riverside Drive, N.Y.: TR 2-8671). Available parts: several character men and women, 25-35; two young men. leading man types. Mail photos and resumes c/o above address.

"13 Daughters" (MC. Producer, Jack H. Silverman (152 W. 42d St., N. Y.; OX 5-3783). Available parts; girls, 17-30, Hawaiian types; men of various ages, mainly 20:s-30:s. Hawaiian and English types. No casting until leads are set, but now accepting photos and resumes through seasons. accepting photos and resumes through agents only, c o Carl Saw-yer, above address.

"Two Queens of Love Beauty" (D). Producer Jay two queens of Love and Beauty" (D). Producer, Jay Julien (156 W. 44th St., N. Y., PL 7-5250). Available parts: girl, 27, woman, 45, attractive: policewoman 35; woman, 38, sexy. Mail photos and resumes, c/o Janet Stewart, above address.

"Whole Darn Shooting Match "Whole Darn Shooting Match"
(C) Producer, Anthony Parella
(230 W. 54th St., N. Y.; CI 6-8538).
Available "parts: man. 26, handsome, enthusiastic. Ivy Leaguer;
girl. 21, striking brunette, quick,
alert; man, 30, zany collegiate
type: small man. 38, slight, dissipated; man, 40; short; stout, ladies
man; man. 28, pompous; petty;
girl, 25, sharp features, shrewish;
man, 66, New England philosopher
type; man. 60, brawny, gruff; man, man, 66, New England philosopher type; man, 60, brawny, gruff; man, 50; tall, thin, distinguished; boy, 19, obnoxious, smark aleck; man, 46, paunchy balding; genial; sev-eral women, 40-60, woman's club types. Mail photos and resumes, c/o, above address, preferably through agents c/o, above a through agents

"Wildcat" (MC). Producers, Michael Kidd & N. Richard Nash (1501 Broadway, N. Y.; CH 4-6852). Available part: romantic Ingenue, 22, must sing. Mail photos and resumes to Arthur Rubin, c/o above

#### OFF-BROADWAY

"A Song of Sixpence" (C). Pro-A song of skipence (C. Fro-ducer, Arthur Hadley (c/o Lambs Club, 130 W. 44th St. N. Y.; JU 2-1515). Available parts: lead-ing man, 45; man, 50; Falstaffian, must sing; clergyman, 50; ingenue, character woman, 45; Mail photos and resumes, c/o John McCabe above address. Only applicants with strong Shakespearian back-ground will be considered.

ground will be considered,
"Call Me By My Rightful Name"
(D). Producer, Judy Rutherford
(c/o Circle-In-The-Square Theatre,
159 Bleeker St., N. Y.: AL 4-2150;
Available parts: character woman,
50's; man, early 30's; man, 50's,
fair complextion. Mail photos and
resumes c/o above address.
"Cantain Tables of the Marce

resumes c/o above address.

"Captain Jinks of the Horse
Marines" (C). Producer. Scotti
D'Arcy (112 W. 72d St. N.Y.; EN
2-4800). Available parts; plump,
bubbly character woman; slender,
sweet, character man, Italian accent; elderly matron type; three
very bad ballerins; several bits
and extras. Mail photos and resutage (A) above address. Scotter

and extras. Mail photos and resumes, c/o above address, Script available at Samuel French Inc. (25 W. 45th St., N. Y.).

"Dead End" (D. Producer, Equity Library Theatre. (226 W. 47th St., N. Y.; PL. 7:1710). All parts available. Auditions today (Wed.), at 6-10 p.m., at ELT Rehearsal Halli (133 Second Ave., N. Y.). All applicants must bring Equity membership cards.

"Epitaph for George Dillon" (D. Producers, Edward Hastings, Richard Lipsett & George Morrison (220 W. 10th St., N. Y.; CH. 2:7706). All parts available except Ruth

35: two character men, 40; character woman, 40, all Australian characters. Accepting photos and resumes, above address.

"Sound of Music" (MD). Producers, Richard Rodgers & Oscar Hammerstein 2d (488 Madison Ave., N. Y.): casting director; Eddie Blum. Auditions for possible future replacements for girls, 7-16, and boys, 11-14 all with trained voices. characters. Mail photos and resumes to above address.

"The Count of Ten" (MC). Producer, Bsuby Berkeley (c/o Bobrow, Handman & Katz. 666 5th Ave., N. Y.; JU 6-1144). Available parts: man, 25, tall, good-looking; woman, 22-28, sophisticated, attractive; intense man, 30; femme blues singer, 26; suave man, 38; MY; CH 2-9609). Auditions for likable character man 40-55; male and femme singers as replace-

gold-digging ments, very Thursday at 6 p.m., woman, 50; above address, y, humorous "Macbeth" (D). Producers,

"Macbeth" (D) Producers, Michael Lindsey Hogg, Carlos Sal-gado (Trudaine Productions, 625 Park Ave., N. Y.). Roles of Duncan and Ross are available, Mail photos

and Ross are available. Mail. photos and resumes c/o above address.

"Shadow-Boxer" (D). Producers, Kenneth J. Stei & Daniel R. Cohen (c/o Shadow-Boxer Co., 24 W. 39th St. N. TR 9-3658). Available parts: two Negro men, late 20's, one a light-heavyweight boxer; woman, 40's; domineering: man, 40's; man, 60, if gift manager. Mail photos and resumes, c/o above address, Contact will be made for appointment.

address; Contact will be made for appointment.

"Squaring The Circle" (C). Producers, Cecil Reddick, Dick Mendelsohn & Harvey L. Bilker (6255 Broadway, Riverdale 71, N. Y. KI 8-5265); director, Reddick, Available parts; ingenue, cuter, babyish; ingenue, warm, feminine; three men, 20's, one over six feet tall; athletic; one character man; a few male and femme walk-ons. Mail photos and resumes. /o. a fev Mail Mail photos above address. and resumes.

#### STOCK

Charles Playhouse. Producers, Frank Sugrue & R. J. Calvin (76 Warrenton, St., Boston, Mass.; DE 8,0302) Warrenton, St., Boston, Mass., DE. 8-9393). Several parts available for scheduled productions of "A Streetear Named Desire." "Waiting for Godot," and "Waltz of the Toreadores." Mail photos and resumes, o above address.

TOURING "Fiorello" (MC). Producers, Knill & Tahse (1860 Broadway, N.Y.; JU 2-7650). Part available for middleaged character man, nust sing. Mair photos and resumes, Room 1108, abov ad-

dress.
"Once Upon a Mattress" (MC).
Producer, National Phoenix Theatre (322 E. 50th St. N, Y; OR
4-7160: casting director, Frances
Ann Hersey, Auditions tomorrow 4-7160:: casting director, Frances Ann Hersey, Auditions tomorrow (Thurs.) for dancers for bus-and-trush tour, men, 5 feet 10 inches tall, at 1 p.m. and girls, 5 feet 4 inches tall, at 2 p.m. at Broadway Theatre (1681 Broadway, N. Y.). Auditions for dancers Friday (23), came schedule as singers.

Auditions for dancers Friday (23), same schedule as singers.
"Miracle Worker" (D), Producer, Fred Coe (234 W, 44th St., N. Y., CX 5-92621. Available parts girl, 10, deaf mute, Patty Duke part; 10. deaf mute, Patty Duke part; woman, 30's; character man, 40's; man, 20's; character man, 30-40, Greek; man, 30-40; girl, 10-11; Ne-gro boy, 8-10; Negro girl, 8-10; Negro woman, 30's; character woman, 30's. Mail photos and resumes, c/o, Porter Van Zant, Playhouse Theatre (137 W. 48th St., N. Y.).

N. Y.):
"Pleasure of His Company" (C).
Ford & Gross

"Pleasure of His Company" (C). Producers: Guber, Ford & Gross (25 W. 54th St., N.Y.; CO 5-7034). Part available for girl, 25, vivatious, Mail photos and resumes, c/o above address, "Sound of Music" (MD). Producers, Rogers & Hammerstein, Leland Hayward & Richard Halliay (488 Madison Ave., N.Y.). All parts available. Mail photos and resumes, c/o Edward Blum, above address. Script, published by Random House, available at bookstories.

stories.
"World of Suzie Wong" (D). Producer, David Merrick (246 W. 44th St. N. Y.); casting director. Michael Shurtleff. Accepting photos and resumes of oriental actors and actresses under 30 c/o casting director at above address.

### SHOWS IN REHEARSAL BROADWAY

"Advise and Consent" (D). Producers, Robert Fryer & Lawrence Carr (234 W. 44th St., N. Y.; LA 4-

2844).

"Becket" (D) Producer, David Merrick (246 W. 44th St., N. Y.; LO 3-7520).

"Camelot" (MC). Producers, Alan Jay Lerner & Frederick Loewe (120 E. 56th St., N. Y.; DY 2.8772)

Loewe (120 E 56th St. N. Y.; PL 3-67730.; "49th Cousin" (D) Producers. Theatre Guild (27 W 53d St.; N. Y. CO 5-6170) & Dore Schary. "Invitation to a March" (C). Producers. Theatre Guild (27 W 53d St., N.Y., CO-5-6170) & Leland Haward.

Hayward.
"Period of Adjustment" (C) Pro-

"Period of Adjustment" (C. Producer, Cheryl Crawford (49 W, 45th St. N.Y.; JU 2-3466).
"Unsinkable Molly Brown" (MC).
Producers, Theatre Guild (27 W, 53d St., N.Y.; CO 5-6170) & Dore

Schary.
"Wildeat" (MC). Producers.
Michael Kidd & N. Richard Nash.
(1501 Broadway, N.Y.; CH 4-6852).

OFF-BROADWAY "Delightful Season" (MC). Pro-

ducer, New Enterprises (434 E. 59th St., N.Y.; EL 5-0855).

"Greenwich Village, U.S.A."

R): Producer, Allen Hodshire (R)c 400 E. 59th St., N. Y.; PL 9-8518),

"Man and Superman" (C). Producers, Aubrey-Archer Productions (James Forster & Peggy Shields, 12 Seaman Ave., N. Y.)

"When We Dead Awaken" (D), Producer, David Ross c/o Fourth Street Theatre (83 E. 4th St., N.Y. AL 4-79541.

#### TOURING

"Andersonville Trial" (D). Producers, Guber, Ford & Gross (25 W. 54th St., N.Y.; CO.5-7034', "Majority of One" (C). Producer, Theatre Guild (27 W. 53d. St., N.Y.;

CO 5-6170).

### **Television**

"Another Valley" (D): Producer, Albert McCleery (CBS Workshop, 527 W. 57th St., N.Y.; JU 6-6000). Available parts: character Available parts: character man, 50's; woman, 50's; girl, 20's; boy, 14, rough, outdoors type; man, 27; man, 50's; man, 30's; blunt, outspoken. Mail photos and resumes c'o Nat Greenblatt, above address.

"Camera Three" (educational "Camera Three" (educational dramatic series). Producer, CBS 1524 W. 57th St., N. Y.; JU 6-6000); casting director, Paula Hindlin. Accepting photos and resumes of general male and female dramatic talent, c'o above address. No duplicates.

cates.
Formula Seven Productions,
Producer. B. Lorrell (1615 Broadway, N.Y. CO 5-8649). Parts available for actresses, femme models, dancers, for work in commercials.
Mail photos and resumes, above address.

"Lamp Unto My Feet" (religious-dramatic series). Producer, CBS (524 W. 57th St., N. Y.; JU 6-6000); casting director, Paula Hindli Accepting photos and resumes of general male and female dramatic talent, to above address, No duplicates.

No duplicates.
"Naked City" (dramatic series).
Producer, Herbert B, Leonard.
Screen Gems. 711 Fifth Ave.,
N. Y., PL 1-4432). Accepting photos and resumes of general maleand female dramatic talent by mail only, c'o above address. Appoint-ments will be made for interviews.

### Films

"Pity Me. Not" (D). Producer, Gayle-Swimmer-Anthony Produc-tions 4333 W. 86th St. N. Y.; TR. 3-8800). Parts available for two beautiful girls, 17-20, one European and the other American. Anthony (420 E. 64th St., N. Apt. 3A West)

"The Kingdom" (D). Producer. "The Kingdom" (D). Producer, Creative Mart Films (507 5th Ave., N.Y. OX 7-5895). Parts available: male. 28: femme. 20 fair; Polynesian girl, 20; male and female supporting roles, Mail photos and resumes. c/o. above address. SAG membership required.

### Industrial

Motorama Show. Producers Motorama Show. Producers, Cty Feuer & Ernest Martin. (150 E. 52d St., N. Y., EL 5-7655). Audi-tions tomorrow (Thurs.); open dancers, Friday (23), at the Lunt-Fontanne Theatre (205 W. 46th St., N. Y. open singers, Sept. 27, at the Broadway Theatre (Broadway at 53d St., N. Y.); girls at 10 a.m., and boys at 2 p.m. for all calls.

#### Vaude

Radio City Music Hall. (1260 Sixth Ave., N.Y.; CI 6-4600). Audi-tions for girl dancers, including ballet, Friday (23), at 1:30 p.m., 50th Street stage entrance.

\$8,000 PLUSH STUDIO THEATRE Carpeted auditorium with adjoining dance floor and fully equipped bar & rest, kirchen. Ideal for private theatre parties, showcase, social entertainment, off B'way show, rehearsal or dance studio.

CLYDE GORE, GR SP 7-9321

# BIG WHOOP IN LOOP

# 'Once Upon a Mattress'

By GLENNA SYSE Chicago Sun Times,

Chicago Sun Times,
Friday, September 2.

If you can imagine a fairy tale about a Red Riding Hood who ate the wolf or a pumpkin that turned into a one-horse shay, you're going to have a grand time at "Once Upon a Mattress." Hans Christian Andersen is probably turning over in his grave, but Copenhagen is a long way away and why worry.
There are any number of pleasing qualities about this musical comedy, with its individualistic music by Richard Rodgers' daughter Mary, its lyrics by Marshall Barer and (is book by Barer, Jay Thompson and Dean Fuller.
Perhaps the most pleasing for its was the chance to once again

Perhaps the most pleasing for 18 was the chance to once again 18 gaze on the grim facade of Buster Keaton. At Hinsdale two summers ago in "Merton of the Movies," he was the funniest thing that ever happened to summer theatre here. As his fans well know, he doesn't need any dialog with that deadpan and in this production, as the henpecked mute king with an eye for the damsels, he has all of six or seven lines to deliver. But those charades (particularly the one in which he mimes the story of the birds and the bees) need no captions and he certainly need no captions and he certainly proves that he was right when he once said that "a pratfall is a beautiful thing."

once said that a prattail is a beautiful thing."

Keaton, then, is no surprise hit. But. Dody Goodman is, Her al-ligator voice and her shrewd, timing with a punch line make her portrayal of the princess Fred la sort of Cinderella in ga-loshes) a neat victory in clown-

Not to be ignored are Fritzl Burr as the shrewish, yammering queen and Cy Young as the gawky Prince Dauntless. The two do a lot to make this show a suc-

And then there's dancer Harold Lang whose perpetual small boy grin and bounce are always win-

ning.

Perhaps, the most engaging thing about this show, which opened Thursday night at the Erlanger for a three-week run, is the way it looks. William and Jean Eckart are the people responsible for the decor and costumes, although I'm convinced Mr. Mun must have had something to do with it.

If you want to know what

If you want to know what "Once Upon a Mattress" is all about—well, there's a queen, a king and a prince who needs a princess. And there are 20 mattresses and one pea and they all lived happily ever after.

### **NATIONAL PHOENIX** FLIES AGAIN

"Mattress" is the second road hit mounted by The National Phoenix Theatre, Last season they hit mounted by The National Phoenix Fheatre. Last season they as to unided, some doubting Thomases with a 32-week coast-to-coast tour of Schiller's "Mary Stuart." The Eva Le Gallienne-Signe Hasso vehicle, directed by Tyrone Guthrie, wound up with the Outer Circle Award for the year's best touring production and TV presentation over "The Play of the Week."

Active management of National Phoenix is in the hands of Michael Dewell and Frances Ann Hersey, who are currently at work on a second touring company of "Mattress." Important star casting in three roles will be announced this week.

T. Edward Hambleton and Norri Houghton, with Dewell and Mrs. Hersey, serve as NPT's Board of Directors. Their next plan for the road—a touring repertory theatre.



It may be—tho at the moment I seriously doubt it—that just as funny things have happened in recent theater as Miss Goodman's struggle to sleep in spite of that pea.

### Dody, Keaton Star In 'Once Upon A Mattress'

By WES BENSON

By WES BENSON

Gary Post-Tribune,

Triday, September 2.

The "open season" on theatregoers officially started. In Chicago, last night at the Erlanger Theatre with a musical bang that left an eager audience smiling and ready to face the season ahead,

"Once Upon a Mattress," a musical comedy starring Miss Dody Goodman and Buster Keaton. Is no immature fairy or bawdy tale, the name might imply—it's simple riot of laughter and spritely melodies.

Based on the well known children's story of the princess and the pea by Hans Christian Andersen, this rollicking show bubbles and glides through witty dialogue, side-splitting situations and charming music at a rapid and admirable pace.

The book and lyrics by Jay Thompson, Marshall Barer and Dean Fuller is full of surprises which bypass the usual cliches and claptrap which besieges the theatre enthusiast.

Miss Mary Rodgers, daughter of Richard Rodgers, has come up with some promising music which lightens the heart and spirit.

Acting and singing laurels are divided three ways—Miss Goodman, the Princess Winnifred (nick-amed Fred), swims the moat et al in a smashingly funny performance; Buster Keaton, the mute king, comes up with his old tricks of superb pantomime, and Chet Sommers, the romantic and sometimes stuffy Sir Harry, deserves attention and watching in the future.

Perhaps Miss Goodman can't sing very well (actually she's cather of a control of the control of

attention and watching in the future.

Perhaps Miss Goodman can't sing very well (actually she's rather erow-voiced) but her limber happy-go-lucky approach is certainly snickeringly funny, and often she contributes moments of complete uproar.

Her antics in the bedroom with the 20 mattresses—and I remind, you that this is strictly entertainment for anyone of any age—provoked rib-aching laughter.

It is always enjoyable to sit and watch Keaton perform, He is an artist to whom my hat will be eiternally tipped. As the king, who is humorously henpecked, who is humorously henpecked, who is humorously henpecked het trips around performing more downright wonderful tomfoolery than I've seen in many a moon. The loop, Sydow has plunged to the fourth production of the musical—he's directing the Busand-Truck edition, opening October 21st in Providence.

As Claudia Cassidy would have

As Claudia Cassidy would have it, the Chicago season opened "blissfully" with "the National Phoenix Theatre production of "Once Upon a Mattress." The road tuner, booked by S. Hurok, is headed for a cross-country trek of major cities after its 3½-week stand in the loop.

Next stop is San Francisco, where a 4-week engagement will be presented under the local aegis of Dana Attractions, a fledgling firm just getting started in the Gate City after a history of su cees sful I sponsorship in Princeton, Last year Dana set a box-office record at the McCarter Theatre there with the National Phoenix production of "Mary Stuart."

In Los Angeles, "Mattress" will last few roads the Bilters and the Bilter of the Bilters of the Bilt

tional Phoenix production of "Mary Stuart."
In Los Angeles, "Mattress" will play four weeks at the Biltmore under the sponsorship of James Doolittle and the Greek Theatre Association. Next stop is Denver, where Blanche Witherspoon has already sold out the first two evenings of a 5-day engagement. St. Paul, St. Louis and Detroit follow in that order.
In the spring, "Mattress" will play the following cities: Cincinnati, Louisville, Columbus, Pittsburgh, Baltimore, Washington, Philadelphi, and Boston, The attraction has Theatre Guild subscription in several of the dates.

For Hurok, the musical is, a departure from the usual long-hair attractions. But once more the Impressario seems to have picked a winner.



Which brings me last but happily to Mr. Lang, who is no one else and never could be. As the dancing jester in yellow motley he is one of the gayest things in a happy show.

### SYDOW'S KUDOES TOUR DIR. GETS RAVES

Standout feature of the National Phoenix Theatre production of "Mattress" is the fast-paced direction of Jack Sydow. Every Chicago critic singled out his work as tops. Sydow, who has been an actor and is an adaptor-playwright, looms as a triple-threat man in the Moss Hart tradition.

### GOODMAN, KEATON Here's Some Medieval Spoofery Fresh and Funny Musical LANG SLAY CHI. That's as Gay as an Air Cond'd Picnic



Mr. Keaton is Mr. Keaton, and w we could do without him this long is more than I can reason-ably understand. As a kind of mute girl chaser in the Harpo tradition, he is uniquely Keaton.

### Once Upon A Mattress' Better Than Its Title

Charming Musical Comedy

By VAN ALLEN BRADLEY

By VAN ALLEN BRADLEY

Chicago Daily News.
Friday. September 2.
A tip to the wise: Porget the salacious sounding title of "Once Upon. a Mattress." the musical comedy starring Dody Goodman and Buster Keaton that opened at the Erlanger Thursday evening. It would be unfortunate indeed if a wrong notion of what this effervescent production is all about should deprive you of its mirthful enchantments. I For here is a charming and first-class plece of show business. a nimble, fetching adaptation of the Hams Christian Andersen fairy tale about the princess who wins the test of royalty and gets to marry the prince by being able to feel a timp yea beneath a pile of mattresses.

Miss Goodman, whose vaguely refer wither hears Alfact.

Miss Goodman, whose vaguely goofy antics have delighted mil-lions on television, is superbly cast as Princess Winnifred the cast as Princess Winnifred the Woebegone, the swampland beau-ty who swims the most and res-cues Prince Dauntless the Drab (Cy Young) from the clutches of his mama, the Queen (Fritzi

his mama, the Queen (Fritzi Burr).

Co-starred with her in the silent role of Sextimus the King is the 65-year-old Mr. Keaton, the great stone face of the movies. Superbly deadpan as usual, he enlivens the evening by chasing the ladies-in-waiting and helping the youngsters outwit the jabbering Queen.

In their supporting roles, both Mr. Young and Miss Burr rate a share of the applause—he for an appallingly wonderful blend of pathos and idiocy, as the woman-starved prince, she for a brusquely, amusing characterization of possessive motherhood at its worst.

By CLAUDIA CASSIDY

Chicago Tribune,

Friday, September 2. Sometimes by the grace of fate and air conditioning the season opens blissfully in the frosty freshness of an Erianger theatre with something as felicitous as "Once Upon a Mattress," a lighthearted bit of medieval spoofery involving such beguiling folk as

involving such beguiling folk as Dody Goodman, Buster Keaton, Cy Young, and Harold Lang.
The story is the long lost Rosetta stone deciphering what really happened in the case of the princess who couldn't sleep because she could feel a pea thru 20 downy mattresses. As the princess is Miss Goodman, looking unaccountably fetching in nighteap and nightgown over long red fannels, you can hardly afford not to find out.

It may be—tho at the moment I seriously doubt it—that just as funny things have happened in recent theatre as Miss Goodman's struggle to sleep in spite of that pea and the royal nightingale let down in a cage for the cocasion.

pea and the royal nightingale let down in a cage for the occasion. She has been danced into a daze, blithered by a hypnotic mirror, and drugged with opium—all at the behest of Mama Queen, who has ways of rigging the princess tesis for the hand of her son, Prince Dauntless, a daft lad with promise and Mr. Keaton as Papa King. Miss Goodman is eager. She will do almost anything to please, including weight lifting

King. Miss Goodman is eager. She will do almost anything to please, including weight lifting, and Dauntless is mad about her. But a princess she is, right royal, and on that pea she cannot sleep. Her failure rocks a throne and when it stops rocking the crown is on the right head.

This bedroom scene with a difference is the peak of the evening, but only in the sense that the show swirls up to it and then subsides in good order. For the book by all those people listed elsewhere is done with perception and grace, and music by Richard Rodgers' daughter is pleasant to hear, and the lyrics have freshness and deft points of reference in reminiscence. They even treat the birds and the bees with unexpected charm, for what Mr Voung sings is a cant e. Mr.

even treat the birds and the bees with unexpected charm, for what Mr. Young sings is as apt as Mr. Keaton's fatherly mime.

I missed the original Phoenix production under George Abbott's direction, but this one staged by Jack Sydow has not gone astray. It has unpretentious good looks, a flowing ease of motion, and plenty of experts on hand, including Fritzl Burr's termagant queen, a bit on the Rosalind Russell side; John Baylis' sweet-voiced minstrel, and Will's Switkes' wizard, who can't quite forget his great days in show business.

Co-starred with her in the stlent role of Sextimus the King is the 65-year-old Mr. Keaton, the great stone face of the movies. Superbly deadpan as usual, he enlivens the evening by chasing the ladies-in-waiting and helping the youngsters outwit the Jabbering Queen.

In their supporting roles, both Mr. Young and Miss Burr rate a share of the applause—he for a brusque-ly anusing characterization of possessive motherhood at its worst.

Among the other members of the highly professional company of singers and dancers, Harold Lang is outstanding as the Jester, the Dancing Fool of the court.

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Finally, the versatile score itself described by the work of the thighly professional company of singers and dancers, Harold Lang is outstanding as the Jester, the Dancing Fool of the court.

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Finally, the versatile score itself deserves a special notice, since its tunefulness is the magic cord that holds the ingenious structure of this musical together.

### Literati

Inquirer's Peale Stand
Walter H. Annenberg, in the
Philadelphia Inquirer, explained
the whyfore of the paper's cancellation of the Rev. Dr. Norman Vincent Peale's syndicated column. The
newspaper regarded the weekly
article "as nonsectarian feature. article "as nonsectarian feature, strongly inspirational to men and women of all faiths," stated the publisher's announcement, "To our regret, Dr. Peale has impaired this public image and distorted the non-sectarian character of his writings by his approach" referring to the widely publicized group of Proj. by his approach "referring to the widely publicized group of Protestant ministers and laymen questioning whether a Roman Catto-lie President would be able to separate church and state in the performance of his duties).

Chi's First Femme Columnist

Maggie Daly, fashion show im-presario and sometime Chicago tv personality, has been signed by Chicago's American to succeed the late Nate Gross at his longtime "Town Tattler" pillar. She is the first female gossiper on a Chi daily.

The new columnist, incidentally is the mother of film actress Brigid Bazlen, who has a featured par the u coming film, "King Kings."

\$3,000,000 News Distrib Suit
American News Co., Union News,
Pacific News, Manhattan News,
Greater Boston Distributors Inc. Greater Boston Distributors Inc. and Henry Garfinkle, president of the first two corporations, have been named defendants in a \$3, 000,000 restraint of trade suit by Periodical Distributors Inc. Action, in N. Y. Federal Court, also seeks.

a permanent injunction and places;
actual loss at \$1,000,000 since June
24, 1957.

That date is targeted as the time

That date is targeted as the time when Garfinkle "entered into a conspiracy" with Pacific and Manhattan News to impede Periodical's access to the retail stands of the Union News Co.

Periodical, which was the whole-sale distributor of Select Magazines Inc., handling Time, Life, Reader's Digest, McCall's and others: Digest, McCall's and others charges that the LaGuardia Airport stands denied access to spacel and as result Select's strings of magazines were "coerced by the defendants to cancel its agreement with Periodical and to assign dis-

with Periodical and to assign distribution to Pacific."
The Long Island Railroad newstands figured in the second allegation, with result that Periodical allegedly could not result that the periodical allegedly could not cal allegedly could not compete with Garfinkle's affilated Manhattan News Co.

Four acquisitions in Blum's theatre doll collection are shown, and there is the usual biographical sec-tion of well-known and unknown theatre personaities. Necrology reminds reader of sad subtractions from stage scene. Book worthly joins Blum's valuable series. Rodo,

Paperback 'Oz' First Color Art Fawcett World Library brings out in September a 35c paperback edition of the L. Frank Baum kid classic, "Wizard of Oz," with orig-lnal drawings in color from the 1900 edition by W. Denslow. It's believed to be the first color art for the lowerized panerback field the lowpriced paperback field.

olume carries an intro by James Thurber, which cites the author reluctance to continue the Oz adventures of Dorothy, the Scareto this "Total Recoil" (a beaut of

crow, the Cowardly Lion, the Tin Woodman et. al., despite the first book's overwhelming popularity. It was four years—and 10,000 reader letters—later before Baum wrote the second of eight Oz books. It was the author's lifelong ambition, Thurber says, to be the Fairy Tale teller of America, the American Huttoer says, to be the Fairy Tale teller of America—the American Grimm or Hans Christian Ander-sen. But his "American Fairy Tales" were coldly received, and he finally resigned himself to the ever popular fantasy Land of Oz.

Ed Fisher's Play

Cartoonist Ed Fisher whose "First Folio" last fall was his first book, and whose first novel this fall is titled "Wine, Women, and Woad: A Tale of Decadent Rome"
(Macmillan) will also have his first play produced this year, probably in December.

It's a musical comedy adaptation of WW&W which Allan & Elaine Rich plan for off-Broadway staging.

Cole Also Tops Macmillan Wilton D. Cole, chairman of Crowell-Collier, which recently purchased majority interest in th Macmillan Co... also has been

purchased majority interest in the Macmillan Co., also has been named chairman of Macmillan. Appointment came after Cole and Armand Erpf, chairman of C-C's exec committee, and Raymond C. Hagel, C-C's exec veepee, were made Macmillan directors at firm? firm's annual meeting.

firm's annual meeting.

Former Macmillan chairman George P. Brett Jr. continues as a director, while his son, Bruce Y. Brett, continues as president. Relected directors were J. B. Bennett Jr., L. C. Deighton and Faulkner Lewis, Macmillan, veepees; and L. M. Blancke, partner of Hemphill, Noyes & Co., and Malcolm J. Ruddock, partner of Cadwalader, Wickersham & Taft.

Another 'Motion Pictures' "Motion Pictures" by A. R. Fulton (U. of Okla, Press; \$51, is an academic as "ssment of the development of films by an associate English prof at Purdue. Author has written articles on pix and obviously has researched his subject thoroughly.

Tome, however, adds little to outstanding histories already in print, and even the illustrations, reflect choices made familiar by Paul Rotha and other writer-Rodo.

MWA Seminar practical. 14-session course in writing the mystery novel short story, and true crime will be given this fall and winter by the Mystery Writers of America Inc. at its N.Y. headquarters Monday nights beginning Sept. 26 and ending Jan.

Another Good Blum Book

"Daniel Blum's Theatre World, Vol. 16" (Chilton: So) performs unusual service for the theatre this year. Its pix and credits make one of the worst seasons on Broadway appear, in retrospect, much better than it way; and one realizes at a single sitting how many topflight show biz names were connected with the parade of flops that characterized the '59-'60 stanza.'

In format, tome resembles others liseful of yearly recaps for researchers and pros. Nice note is volume's dedication to May Davenport Seymour, indefatigable curator of the splendid theatre collection at the Museum of the City of N. Y. Blum's customary awards to "promising personalities" are illustrated with photos of Carol Burnett, Jane Fonda, Warren Beatty, Anita Gillette, George Maharis, Donald Madden, Patty Duke, John McMartin, Eileen Brennan, Elisa Loti. Dick Van Dyke and Lauri Peters. because, as a working stiff of a newsaperman, he's the last who would deny that names don't make for news. Especially when he's writing this sort of al fresco

nemoir.

This is not an orthodox autobiog.

These are fragmentary opinions and anecdota about places and people that range from Hollywood to Broadway, from Washington to London.

London.

Perhaps most trenchant is Crichton's sentimentally sad but not not be comparable to the death of three great-American publishing institutions—Collier's, Woman's Home Companion and the American magazine. He should know. He worked on them. He names names and spares nobody. As the jacket says "a London. nobody. nobody. As the jacket says, "a reckless gathering (of) rash judg-

**Book Stocks** 

Conde Nast (NY) Crowell-Collier (NY) 33 Grolier (OC) (bid) 3234 Harc't, Brace (OC) (bid) 24! Hearst (OC) 121<sub>27</sub> Harct, Brace (OC) (bid) 241
Hearst (OC) 122
Holt, R&W (NY) 471
Macfadden (AS) 93
Macmillan (OC) 45
McGall (NY) 84
Prentice-Hall (AS) 315
Random House (OC (bid) 294
H. W. Sams (M) (bid) 401
Time, Inc. (OC) (bid) 63
Western Pub (M) (bid) 5712
World Pub (M) (bid) 1238

brary under the Si T imprint. First tome consists of case histories from files of one of Holi-wood's top legalites, known especially for representation of the late Serge Rubinstein; his abuvalent position in the Franchot Tone-Barbara. Payton-Tom. Neal triangle; and as a former California assemblyman from the 57th District (Hollywood), who did much in his brief legislative career to as-District (Hollywood), who did much in his brief legislative career to as-sure trust funds for povie mop-pets; and who, with Gov. Fierro of Chihuahua, developed the famous Mexican divorce law."

Insiders may readily recognize the clients Golden protects with substitute names in his annels, but (Continued on page 78)

### SCULLY'S SCRAPBOOK By Frank Scully

Eve Icritation, Calif.

One of the blows which partisans of pure art have always hoped would be mortal to their enemies is the charge that the other fellow was dealing in propaganda.

Actually, anything that presents some facts of life from which can be drawn conclusions favorable to one group or another is propaganda. I don't know whether Eddie Bernays would agree with this. He did a book entitled "Propaganda" in 1928, but: those days propaganda was considered a rare form of word-racketeering. Today you can't see the truth for the slanted stories.

Michael Machine (1885). # 35 Michael 1887 | 2014 Michael 1887 | 20

suggested "Lieut: James neese purpos."

Jim thought it would be better if he were billed just plain "Jim Europe."

"And give Noble Sissle equal billing as we have been through all this together in peace and war."

Europe's Jazz Band was such a success at the Manhattan Opera-House that they were immediately booked for ten weeks of one-night stands through the east and as far west as Chicago.

After playing the Boston Opera house they were booked for a return date this time in Boston's Mechanic's Hall because of its greater capacity. There was a downpour of rain and for the first time Europe's band was playing to some empty scats.

The next morning Europe was to be honored in the Boston Common by Calvin Coolidge, the Governor of Massachusetts. Afterward Jim was to place a wreath on the monument of Robert Gould Shaw, the Colonel of the 54th Massachusett's Volunteers, a famous Negro regiment he commanded in the Civil War.

There was a dwarf-like drummer in Europe's band maned Herbert, Wright who had a terrible temper. On this performance he walked off stage after the second number. Sissle was ordered to locate him. He

### Broadway

Glenn Ford off to Europe last week on the S.S. United States. Joke: The Congo Republic pag-ing Gene Krupa as its new communications chief.

Victor Borge's Southbury (Ct.) estate offered for sale by Previews Inc., "at a fraction of its cost,"

State "at a fraction to \$900,000.

Garry Davis, as the original World Citizen No. 1 an authority on world travel, has joined Trans-

globe Travel agency.
Clarence Derwent memorial service at Woodlawn Cemetery at noon next Sunday. President of ANTA died Aug. 6, 1959.
H. V. Kaltenborn, dean of radioty commentators, sailed for Europe last week on the Saturnia to help promote the 1964. N. Y. World's Fair.
Two building unions statics.

Marco Polo (membership) club. Like the Men's Bar, these are for males alone for lunch; both sexes after 3 p.m. Soph: T

after 3 p.m. Soph: Tucker on a bicycle be-tween the religious holidays with cousins upstate; a golden wedding-celebration for another cousin in Detroit on Saturday, and her Blimstrub's opening next week to break-in new laterial prior to her International Casino opening on Broadway.

Kay McCracken, soprano-wife of composer Vernon Duke, has disked composer, vernon Duke, nas disked three songs by Guillaume Lekeu for an album of that composer's music for SFM. Her. N.Y. debut recital is due next February with Duke as accompanist, She sings with the Danbury (Conn.) Symph with the

this fall.

Air France gm (for the Americas) Henri J. Lesieur and pr. Norman Reader to the Coast for the Friday 123) fanfare opening of downtown L.A. hq coincidential with the airline's jet service from the City of Angels to the City of Light (Paris); also the new L. A. Tahiti service.

Irving Conn. now helms the Max-Imilan Bergere orchestra in the Rendez-Vous Room of the Hotel Plaza, since the latter has become chemical company executive. In identally the Rendez-Vous' new cidentally the Rendez-Yous' new policy will be open Sundays, dark Monday, to alternate with the Per-sian Room which is closed Sundays.

sian Room which is closed Sundays. While in Rome for the Olympics, Conrad N. Hilton laid the cornerstone of the new six-story Cavlieri Hilton to rise in the centre of a 15-acre park there on the Monte Mario, on the north end of the city. The new luxury hotel will have 414 double bedrooms, each with veranda and built-in radio and ty.

tv.
Betsy Palmer, of East Chicago, Betsy Palmer, of East Chicago, Ind., was among the five winners of the 1960 "distinguished daughters of Indiana" awards. Selection was made by a vote of the women who received the award in 1956 as charter members. Also among the five was Helen Maxwell, (Mrs. Phillip Maxwell), Chicago composer and musician, a native of Vincennes.

Philip
poser and musician, a
Vincennes.
Connie Soloyanis, longtime assistant to the late Danton Walker,
has resigned from the N. Y. Daily
News to devote immediate attention to raising money for "The
Provincetown Show," a musical tion to raising money for "The locally Provincetown Show," a musical his Adsatire by Walker which was running at the Provincetown Play-louse on the Cape at the time of the columnist's death.

Yesteryear legit matinea ideal tory.

Gaston Bell (Lillian Russell, et al) Gaston Bell (Lilian Russell, et all) will click off another birthday Sept. 23 (he's in his 80's) at Woodstock, N. Y., with the usual all-day party hosted by Harry Chaffin. Mary Margaret McBride, who lives in the area, is interviewing Bell over the local (Saugerties) radio station on highday.

station on birthday.

Popular Focolare restaurants Mexico City and Acapulco and the Jacaranda niteries, branches also in both the capital and sea resort, are pet projects of Cesar Balsa, head of the Mexican hotel chain which figured in the news last week the takeover of the Hotel St. egis operation. Atenor Patino, the livian tin tycoon, is Balsa's Bolvian

service at Woodlawn Cemetery at noon next Sunday President of Room next Sunday President of ANTA died Aug. 6, 1959.

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Two building unions' strikes involving the new Time-Lite Blds, have snafued the opening of the proposed new La Fonda del Solrestaurant, now slated for Oct. 1 preem.

Dan Topping, co-owner of the N. Y. Yankees, to be guest of honor at the N.Y. Mirror's sixth snnual Humanitarian Award Dinner at the Hotel Astor Oct. 23, a \$100-a-plate affair.

Harold Myers, chief of Variery London bureau, and his "Maxie," due in next week for a quickie, also detouring next, weekend to Toronto for the "Camelot" preem at the O'Keefe Centre. Phylliss Curtin won't warble with the N. Y. City Opera this fall. Making her debut at Vienna Opera (20) and at other European houses—Trieste, for opera; Milan and Rome for recitais.

The peripatetic George Jessel figures that in the last 66 weeks he has averaged 8,600 air miles per week, flitting across country, and horerscans on behalf either of his Bonds for Israel, City of Hope and ther charity drives.

Press did a two-in-one o.o. of the Waldorf's new Bull and Bear Club (Lexington Ave. side), situated across the lobby from the new Marco Polo (membership) club. Like the Men's Bar, these are for males alone for lunch; both sexes

### Las Vegas

By Forrest Duke
(DUdley 44141)

Janie McFadden signed by Flaingo entertainment director Dave

Victorson as lounge chirp.

Ray Middleton weekending at the Flamingo, Other Flamingo relaxers; Debbie Reynolds, Harry

laxers: Debbie Reynolds, Harry Karl.

The Dunes Iured Dixlelander Al Hirt out of New Orleans and booked him for the lounge Nov. 3. Dunes also signed Ray Charles Singers, with no opening date set. Sam Butera and The Witnesses, with Carl Doria as new 88er, do a four-framer in the Stardust lounge before rejoining Louis Prima and Keely Smith next month for one-nighters in Dallas and Houston. Frank Sinatra, Frankie Laine, Sammy Davis Jr. Ford & Reynolds, Jerry Colonna. Billy Daniels and Bob Melvin entertained at the Demo rally here which was addressed by Sen. Lyndon Johnson. Harry Ranch, now appearing at the Golden Nutgett with his Jazz band, inked a five-year pact with Warren "Doc" Bayley of the New Frontier and Hacienda Hotels, kicks off first 26 weeker in the NF lounge Nov. 2.

### Minneapolis

By Bob Rees
(4009 Xerxes Ave. So.; WA 6-6955)
Vaughn Monroe into the Hotel
Radisson Flame Room.
Suburban Bloomington Civic

Suburban Bloomington Civic theatre preparing "Compulsion."
"Elmer Gantry" at the RKO Orpheum will be "for adults only."
Hortense Allen Revue with comedian Don Bexley at Key Club.

Milton Pollack back with "The Music Man" at the St. Paul Audi-

Charlie Ventura set for twomonth Padded Cell engagement,
starting Oct. 3.
Circuit owner Ralph Green won
Northwest Variety club's annual
golf tournament with 78 score.
Songstress Sophie Parker into
Gay 90s with feminine hypnotist
Pat Collins and three other acts.
Musicans Union held annual
"Best New Dance Band of the
Year" contest with seven bands
competing.

Year" contest. With seven bands competing.
Edward P. Schwartz, who has long published theatre programs locally, has given up this branch of his Ad Art ventures after 40 years. because of "excessive production costs." He still does considerable other theatre printing for many en-terprises in this northwest terri-

### London

(HYde Park 4561/2/3)
Sam Eckman Jr., resigned as chairman and director of Eros Films because of other commitments:

Week's arrivals include 20th-Fox v.p. Murray Silverstone and Warner v.p. Ben Kalmenson, with Mrs. Kalmenson.

Molly Picon, now with Robert Morley in "A Majority of One" at the Phoenix, skedding a trip to Is-rael in November.

rael in November.
Warner-Pathe threw a champagne reception for Joshua Logan Friday (16) at the Connaught to mark his windup of "Fanny."
Mills Music topper Jack Mills due in with treasurer Louis Schwartz after attending the Performing Rights Society meet in Lucerne

Lucerne.

Lucerne,
Preem of the Maurice EvansJudith Anderson "Macbeth" film
set for the Royal Festival Hall
Dec. i9, will proceeds earmarked
for the British Red Cross Society.

for the British Red Cross. Society. Winner of Associated British Cinemas' champion manager award for 1959, Jack Wright, left with his wife for New York Thursday (15) on a two weeks' first-prize

Actor Richard Todd cocktailed the press to mark his debut as in-die producer with "Don't Bother to Knock," introducing Nicole Maurey, June Thorburn, Elke Som-mer, Dawn Beret and Rik Bat-taglia.

### **Paris**

By Gene Moskowitz
(66 Arc. Breteuil; SUV. 5920)
A new version of "The Three
Musketeers" will be made as a
first pic by Jean Becker, son of the
late noted director Jacques Becker. Bruno Coquatrix announcing that Judy Garland has agreed to do two song recitals at the 2,000-seat Palais De Chaillot Oct. 5 Actress Anna Karina suffering

Actress Anna Karina suffering a gashed leg on set of "Tonight or Never," holding up pic. Director Henri Fabiani broke his leg on set of "Soup to Come."

Anatole Litvak beginning "Time On Her Hands" (UA), based on Francoise Sagan's last novel, and cocktailing the press with stars.

Francoise Sagan's last novel, and cocktailing the press with stars lngrid Bergman, Yves Montand and Tony Perkins.

Stanley Cassel, associate producer of John Cassavetes' offbeat Yank pic, "Shadows," which won plaudits in London and kudos at the Venice Fest, in for the showing of the feature at the French Film Museum.

Jules Borkon wound his new pic, "Saint Tropez Blues," before heading for the U.S. to settle sales deals on his Treent film, "Dialogue Des Carmelties," which snared the International Catholic Cinema Office award for the year at Venice.

The Alhambra goes back on a vaude policy this week and prices will be halved with top seats now \$1. Olympia and Bobino also go back to vaude; music hall still looks alive here in spite of recent lamentations to the contrary, During the Auto Salon, Oct. 10-16, the staid Comedie Francaise

lamentations to the contrary.
During the Auto Salon, Oct. 1016, the staid Comedie-Francaise
will give mainly contemporary
plays by such authors as Marcel
Achard, Sacha Guitry, Pirandello
and Henri De Montherlant despite the house's insistance on ancient tragedy since Andre Malraux's tenure as Culture Minister.

### Tokyo

By Dave Jampel (Imperial Hotel, Ext. 160) LeRoy Prinz due back on biz

Arthur L. Mayer and spouse ex-

pected soon.
Woody Woodpecker creator Walter Lantz and spouse due on 27th

for a week. Italifilm director Toru Kato left for Italy on film-purchasing trip. Recent merger with Union Euga gives his company total of nine

import licenses. British thrush Gerl Scott and

British thrush Gerl Scott and Aussie acrobats Del Rays to Korea for five weeks. Del Rays then go to Europe for a year with 12 months of options for U.S. Producer Hal Wallis, director John Sturges, asst. Mickey Moore and lead Laurence Harvey due for spadework on "Tomiko" for Para, skedded to roll here next spring. Partners Dan Sawyer and Leo Prescott of Keyhole. Club split ways agent Sawyer selling out to

Partners Dan Sawyer and Leo
Prescott of Keyhole Club split
ways, agent Sawyer selling out to
the British show biz vet who is
now operating troubled club with
strin show policy.

Stage Delicatessen's Max Asnas

10 days.

Commodore Perry became spiced meats when gratuitous v provided feast at this city's Pr Club, curing a measure of hor sickness among correspondents,

### San Francisco

By William Steif (EVergreen 6-9201) Nat King Cole taping promotions for his new "Wild Is Love" LP in Frisco.

John Osborne in Frisco while wife Mary Ure was working in "Duel of Angels."

Dlane Varsi returned to Frisco area, where she has family, said there was "not a word of truth" to reports ahe was going back to film-making.

El Capitan Theatre, 2,800-seater which was once an important Fox West Coast second-run but has been closed five years, will be con-verted into a supermarket.

Irving M. Levin's San Francisco. Theatres Inc., took out a \$149,000 building permit for a supermarket on property across the street from the 59,000-seat city-owned Kezar tadium.

### Rome

By Robert F. Hawkins
(Stampa Estera: Tel. 675906)
Pamela Beckman, British a
tress, due here for role in It
pic called "Inspector Sheridan."

Paul Steffen Dancers featured at Rome's Brigadoon nitery, which has decided to stay open all winter.

Akira Kurosawa attended re-opening of Rome's Cinema D'Essai, which is featuring his pic, "Hidden Fortrees" Fortress

In-and-out-of-Rome: Gregory Peck, Bing Crosby, Debra Paget, Toni Sailer, Shirley MacLaine, Vittorio Sala.

Cornerstone laid for the Rome Cavalieri Hilton, latest addition to hotelier's international chain. It's to overlook Rome from Monte Mario.

"Shadows," directed by John Cassavetes, won a last-minute award at Venice: the Italo critics kudos for the best pic shown out of competition.

Rock Hudson planning another Doris Day comedy to follow "Pil-low Talk," with his Seven Pictures Company producing. He's currently in Portofino on location for U-I's "Come September," in which he "Come September," in which costars with Gina Lollobrigida.

### Albuquerque By Chuck Mittlestadt

(Dlamond 4-1596)

John Lewis and the Modern Jazz Quartet set for a concert date at the U. of New Mexico Oct. 4.

Albuquerque Civic Symphony opens its 29th season Oct. 26 with a memorial program for the late Hans Lange, former conductor.

TV actor Ralph Storey in from the Coast last week to guestar with the Albuquerque Little Theatre in "Golden Fleecing," season's open-

"Golden Fleecing," season's open-ing production.

Annual parade making the for-mal opening of the New Mexico State Fair. Saturday (17) was car-ried live remote over KOAT-TV, Albuquergue ABC affiliate. First-time the event's been telecast.

### **Pakistan**

By A. Ghaffar

(P.O. Box 4686, Karacht-2)
Pakistan is to participate in the
London Film Festival. Pic selected
as Pakistan entry is "Jhoomar."

Current cabaret shows in Karachi include the Cortini Show at
Le Gourmet; Eva and Nick Rico
at Beach Luxury Hotel; and Sand Sonny Arthurs, still running
at Hotel Metropole.

Two Karachi hoteliers have
joined hands to renovate and
modernize Pines Hotel in a hilly
tourist resort, Nathiangali, a spot
less than eighty miles from the
new capital city of Pakistan, Rawalpindi.

new capital city of Pakistan, nawarpindi.

Two Hollywood reissues were preemed here recently — "King Kong" (20th) and "Samson and Delilah" (Par). Former ran for three weeks and the latter for seven. On its firstrum "Samson" had lasted for nine weeks.

Of the new foreign films (other than Indian) screened here during the last two months, "Operation Petticoat" (U) had a run of five weeks. "Naked Venns," an Italian film, went four weeks; "Pillow Talk""(U), three weeks; and "Anatomy of a Murder" (Col), only 10 days.

### Hollywood

Friars Club will salute Gary Cooper at a testimonial dinner Jan, 8 at the Beverly Hilton Hotel, Actor will do "The Naked Edge" in England before the event, which was earlier postponed from November because of the conflicting date.

Abbott Frank Sinatra and Dean Abbott Frank Sinatra and Dean Martin will be co-chairmen George Jessel the emcee.
Plato Skouras to Rome.
Audrey Hepburn and Mel Ferrer in from Switzerland.

in irom Switzeriand.
Milton Sperling back from 10week European trek.
Walt Disney kudosed with American Legion's Mercury Award.
Max Berman, costume firm topper, in from his London headquarters.

Joe Stefano back from London

Joe Stefano back from London scripting choices on Pennebaker's "The Naked Edge."

Montgomery Clift elected to board of governors of Stockbridge (Mass.) Playhouse.

Bob Blair checked out as western field rep for Paramount after 33 years with company.

David Susskind received "Citizen

David Susskind received "Citizen of the Year" award from Guardians of the Jewish Home for the Aged. Columbia Pictures charity-benefit preems "I Aim at the Stars" at Spreckles Theatre, San Diego, Oct.

Women's Guild has sold \$20.000 vorth of seats for benefit preem of Sparctacus," Oct. 19 at Pantages

SAG gave more than 1,000 shots its "Polio Shot Party," and will in its

in its "Pollo Snot Party," and will repeat Oct. 6 with another session for members.

Joe E. Brown returned to cast of "Show Boat," at Philiarmoni of "Show Boat," at Phliharmoni Aud, after being hospitalized with

Aud, after being nospitalized with fractured shoulder. Gerd Oswald returned from Paris, where he confabbed with Fernandel about appearing in pro-ducer's "A Frenchman Sees Paris."

### Chicago

(DElaware 7-4984)
Oasis drive-in opened in western

suburbia. MJT plus 3 is at the Sutherland

Hotel this frame.

Joan Fontaine doing "Susan and God" at Drury Lane, with tele's Toni Gilman featured.

Toni Gilman featured.
Columnist Irv Kupcinet's car was rifled of \$4,500 worth of furs, jewels and clothes belonging to his actress-daughter Karyn.
Press row and related fields surprised by appointment of Maggie Daly, fashion show impresario and member of the writing Daly sisters, to the late Nate Gross' pillar post on the American.
Shaw Society will stage its '60-'61 season Shavian (and other) readings at the Happy Medium cabaret-theatre on its dark night, forsaking the Shaw Room in the Hotel Sherman. First of the lectern readings: "Misalliance" on Oct. 3.

### Philadelphia

By Jerry Gaghan
(319 N. 18th St.; Locust 44848)
Escudero booked into Town
Hall, Oct. 5:
Alexander King set for an informal show, Oct. 19, at the Neighborhood Center.
Bobby Escoto and his Latin-American Revue back from Atlantic City for a season's run at the Capri.

exhibitor Mel Fox and his associ ate, Claud Schlanger. Binnaru as in charge of construction of the new hardtop Fox Theatre, Levittown, N. J., and also the new Super 130, drive-in south of that community.

### Scotland

By Gordon Irving
(Glasgow: BEArsden 5566)
"Ben-Hur" teed off with gala opening at Regal, Glasgow.
Robert Wilson, Scot tenor, pacted for 'Jigtime' series on local tv.
Freddie Carpenter readying pantomime at Alhambra, Glasgow.
Alex Frutin, local impresario, planning 1960 winter revue "Pride o' Scotland" at Metropole, Glasgow.
Scot indie tv launching its new nightly news-mag "Here and Now," with Jacquelline Mackenzie emcesing.

### Literati

average readers are likely to find the awards, a Mike Berger collectine going somewhat annoying when they are denied identification with school. principals, except in Rubinstein and Tone cases. Mouthpiece and Tone cases. Mouthpiece closes his memoirs with an unusual tribute to Tom Neal, who emerges as the tag-time hero of this book. Plenty of color and Tinseltown savvy figures in Golden's writing, which should together with sexy cover of the volume, help it to sell.

Miss Davis, a lyricist, formerly of Hollywood, but now doing "grad-uate" work at Stanford U., submits a knowledgable tale of Smogland, a knowledgable tale of Smogland, basing her central characters on typical filmtown personalities. Current status of tv, which has transformed some of the old Hollywood into a ghostrown, gives the story a slightly dated aspect. Yarn should make a good film or tv presentation.

Barney Oldfield's Scholarship

Barney Oldfield's Scholarship
Not generally known that Col.
Barney Oldfield now a career press
officer with the Air Force, exLincoln (Neb.) VARIETY correspondent, and author, has been
quietly sponsoring (with his wife)
the Kinman Oldfield Scholarship
Fund at the University of Nebraska. When the total of \$20,000
is reached it will bay a sonhomore is reached it will pay a sophomore \$1,000 for the last two years he is in school. Fund is named for their parents; Vada Kinman is Mrs. Old-field.

Col. Oldfield earmarked all income from his book. "Never A Shot In Anger." to the fund; ditto the fees from "To Tell The Truth." Groucho Marx and kindred tv

#### Handel's Seminar

Benjamu K. Handel, magazine editor of the N. Y. Daily News, will instruct a 15-week course in picture editing which starts Sept. 28 at the Washington Sq. branch of New York U.

Course, which will be held Wed-nesday evenings, is planned to help in the communications field those in the communications field make more effective use of photo-graphs. Among topics for discus-sion are picture-story planning, cropping and cularging, caption writing, etc.

#### Languer's Books

Lawrence Languer's next-year book for Putnam will be "Bernard Shaw and The Lunatic."

His newest. "The Play's The Thing," is just off the Putnam press, officially scheduled for Sept. 30 publication. Mrs. Carlton Cole agented the new Putnam deal.

#### Words On Paner'

Roy H. Copperud, whose "Editorial Workshop" appears in Editor & Publisher, has put a very practical manual of prose style "for procal manual of prose style "for pro-fessional writers, reporters, au-thors, editors and teachers" into a book titled "Words On Paper" (Hawthorn: \$4.95). There is an in-tro by Erwin D. Canham, editor of the Christian Science Monitor,

There is an excellent glossary of usage which is not a mere para-phrase of words; it is utilitarian and commonsense instruction on style and the like.

By coincidence "Words On Paper" parallels the new Variety Style Sheet currently being prepared for its staffers. There are differences, especially on telescopters and early in the staffers.

Dutchman's 'The Dance'
"The Dance' by Joost A. M.
Meerloo (Chilton: \$4.95) is a textand-picture history of terping from
early ritual dancing to rock 'n' roll,
ballet, and ballroom techniques. ballet, and ballroom techniques. Author is a Dutch medico who was chief of Holland's psychological warfare during World War II, and who now teaches at Columbuia U and New School for Social Research

Book was handsomely printed in the Netherlands, and comprises tasteful handbook of dance art.

CHATTER
Maurice Zolotow's Marilyn Monroe biog (Harcourt, Brace), due this week, and already serialized in digest form in McCall's, has been sold to W. H. Allen (Britain), Gallimard (France) and negotiations are current for Italy, Germany and Japan. Allen will bring it out, and of this year; French version next spring. next spring.

Holiday mag's promotion stunt is "Quotes from Holiday," booklet of bright excerpts, distributing it to advertisers and ad agencies.

Richard L. Williams has joined illman Periodicals as v.p. in narge of editorial operations. He thilman Periodicals charge of editorial operations. He was assistant v.p., and editorial director of Dell's special projects division and previously with Life and Time where he was associate.

Drury D. Sharp, 71, fiction writ-er, died Aug. 25 in Albuquerque. His magazine writings included many science-fiction and western

N. Y. Herald Tribune columnist N. Y. Herald Tribune columnist Art Buchwald is coming over solo from Paris to cover the elections. His wife, Ann, may join him for the final week or so, but he'll be too much on the jump during the major portion of his U. S. journal-istic excursion.

istic excursion.

The N. Y. Post suspended Jackie Robinson's colum for the duration of the campaign, in order to maintain neutrality. Veepee of Chock Full o' Nuts Corp. also has taken a payless leave of absence from the company, for which he is in charge of labor relations, for the same reason. Former Brooklyn Dodgers star is for Nixon-Lodge.

Wass Hart's "personal" at Wool-

Dodgers star is for Nixon-Lodge.
Moss Hart's "personal" at Woolworth's 34th St. (Manhattan) for
the teeoff autographing sales of
the 75c. New American Library
paperback of his "Act One" bestseller, resulted in 876 copies sold
last Wednesday forenoon. His
wife, Kitty Carlisle, was inveighed
to collaborate on many cosignaturings. ings.

Stanley Green's "The World of Musical Comedy" is due Oct. 19 off the Ziff-Davis press. Deems Taylor wrote the foreword.

Roland Gammon, religous writer, lecturer and v.p. of Peed, Gammon & Company, p.r. consultants, has an article on "World Crisis and World Religion" in the September Universalist Leader. His bestselling

volume on the major religions,
"Truth Is One," will be issued in
a French edition in Paris this fall.
Charles Lynch, Ottawa, chief of
Southam News Service, reelected
president of the Canadian War Cor-

and a member of its executive committee. Blossom has been a director since 1944, president since 1957, and editor of American mag for 27 years before it discontinued publication. member of its executive tee. Blossom has been a

VARIETY

### **Shows Out of Town**

Continued from page 70

Once Upon a Mattress act attests, there is a limit to how far a travesty on Momism can be stretched, and how much humor can be wrung from 20th century anachronisms in a medieval court. Only the music and dance numbers save the second act from disaster.

If the original New York edition was as charming as reported, it must be the fault of the casting must be the auth of the casting that the touring version comes off less effectively. The road company is blessed with comedy virtuosi, and while their separate perform-ances are delightful, the total ef-fort has somewhat the effect of an animated cartoon. There are winning moments, but the production is not graced overall with that brittle virtue.

Buster Keaton, typecast as the mute king, remains Buster Keaton from beginning to end, which in one respect is a freat. He gives a one respect is a treat. He gives a delectable came o performance. Similarly, Dody Goodman, who plays a sort of medieval Annie Oikley and is responsible for most of the laughs in the show, never equite gives in to the role at the expense of her familiar television personality. Harold Lang's portayal of the Jester is another came, brilliant in dance but not quite in tune with the fantasy. In featured comedy parts, Cy Young and Fritzi Burr maintain a satisfying level of caricature, as

soung and Fritz Burr maintain a satisfying level of caricature, as does Willy Switkes as the doddering wizard. Best of the singing and straight dramatic performances are by John Baylis as the Minstrel and Irene Dean as the lady in the love interest. love interest.

Jack Sydow, following George Abbott's staging of the original, has whipped it into slick shape. Les.

### **Legit Bits**

Continued from page 72 ;

stand at Philharmonic Auditorium.
Los Angeles, and then at the Currim. San Francisco.
Gig Young arrived in New York last Thursday 135 for the forthcoming rehearsals of "Under the Yum Yum Tree."

I IIII YUM Tree."

Kenneth Green's drama, "Behind the Wall," will open at the off-Broadway Jan Hus Theatre on Oct 31. under the auspices of Amnon Kabatchnik.

Brilish playwright James Forsyth arrived in New York Jenty Konneth Green's drama, "Behind the Wall," will open at the
off-Broadway Jan Hus Theatre on
Oct 31. under the auspices of American Kabatelnik.
Brilish playwright James
syth arrived in New, York last
Wednesday (14) to confer with offductions, producer.

Broadway producer Matt Conely about plans for his play, "Emanuel."

Eugene Ionesco will arrive Nov. from Paris for pre-production onferences his play, "Rhiconferences noceros."

Donald Ewer, a featured actor in a current Toronto stock revival of "Epitaph for George Dillon," was seriously injured in a motor crash there last Tuesday (13).

Albert Quinton, a member of the N. Y. Shakespeare Festival Co., during its recently-ended summer season, has been selected to receive the 1960 Ian Keith Memorial award of \$1,000 cash and an Ian Keith Knight statuette. The award was established by George C. Scott.

### **Future Productions**

Continued from page 73;

1956 novel; Arthur Cantor, producer. For immediate production.
"Love and Like," by Herbert Gold; Milton Perlman, producer.

"Mary, Mary." comedy by Jean Kerr: Roger L. Stevens, producer. "Poison Tree." drama by Hugh Brooke: Harry Horner, producer.

"Dog Beneath the Skin," drama by W. H. Auden and Christopher Isherwood: Louis Guss, producer. For March 1961.

"Kittiwake Island," by "Kiltiwake Island." by Arnota Sundgaard, book and lyrics: Alee Wilder, music; Joseph Beruh, pr ducer: Lawrence Carra, director; Joseph Stecko, director. Opening Oct, 12 at the Martinique Theatre,

Oct. 12 at the Martinique Theatre, N. Y.

"Peter Grant," by Elliot Arluck, book and lyrics; Ted Harris, music; Louis Guss, producer. For this season.

"Seven Who Were Hanged," drama by Leon Andreyev; Louis Guss, producer; Kenneth Crossen Louis adapter.

### Scully's Scrapbook

found Wright in a dressing room, lying on a bench, his tunic off. Asked

If he were sick he said he wasn't.

Told it was time for him to get back for his drumming bit, he sat sulking and in a nasty mood. He said his partner made all the mistakes but he got all the blame.

During the intermission Europe was talking backstage to his Four Harmony kings and Roland Hayes when Wright tore into the room, threw his drum in the corner and advanced toward Europe with his fets clean.

by coincidence "Words On Paper" parallels the new Variety Style Sheet currently being prepared for its staffers. There are differences, especially on telescopings and certain spellings, but Copierud anticipates contemporaneous publications engaging in their own flavor and style.

Abel.

2 Meyer Berger Awards
Industrialist Louis Schweitzer Industrialist Industrialist Charles Lynch, Ottawa, appointed to the Columbia U Graduate School of Journalism for annual newspaper awards honoring the late N. Y. Times reporter and columnist Meyer (Mike) Berger Awards, the first two cash prizes of \$500 leach may be made early next year to metropolitan New York reporters who have distinguished themistic and the properties of the San Jose (Call) Mercury, died seen in the Berger tradition of first two cash prizes of \$500 leach may be made early next year to metropolitan New York reporters who have distinguished themistic and the properties of the San Jose (Call) Mercury, died seen Industrialist Louis Schweitzer Industrialist Lo

### 'Fighting Cock'

Continued from page 69

penses of \$3.662 reduced that figure to \$16,238.

ure to \$16,238.

Harrison was in on a \$3,000 weekly guarantee against 10% of the gross until recovery of the production expenses, and thereafter his share of the gross was to climb to 1212%. The show's differenter of the gross was to climb to 1212%. The gross. Both Harrison' and Brook were each to get an additional 5% cut of any profits as a running expense.

The agreement with the author.

profits as a running expense.

The agreement with the author, although not on the form of a Dramatists Guild minimum basic contract, stipulated a minimum Guild author royalty of 5% of the flist \$5.000 and 10% of the balance until the recovery of production costs or until the play ran 20, weeks in New York. Thereafter, the royalty was to be a straight 10% and the difference between the minimum royalty originally paid and a straight 10% royalty was to be paid only if the play ran 40 weeks royalty originally paid and a straight 10% royalty was to be paid only if the play ran 40 weeks and then only when the weekly gross topped \$23,000.

prooke; Harry Horner, producer.

"Romancero." drama by Jacques
Deval; Ray Stark, producer. For next year.

"Simmone." drama by Bertolt Brecht; Ben Hecht, adapter; Harry Hor producer.

"Darwin's Theories." by Darwin Venneri, iusic and lyries; Alan Alda. Opening Oct. 12 at the Madison Avenue Playhouse, N. Y.

"Deep Are the Roots." drama by Arnold d'Usseau and James Gow; Lynn Michaels & Bernice Barkan, producers. Bert Conway, director. Opening Oct. 2 at the St. Marks Playhouse, N. Y.

"Dog Beneath the Skin." drams by W. W. W. Poog Beneath the Skin." drams by W. W. W. Poog Beneath the Skin." drams by W. W. W. Poog Beneath the Skin." drams by W. W. W. MADDIA Care was a weekly producer's fee of \$250. in addition to \$350 weekly office charge.

Nedra Pastor to Ronald M. Silverman, Sept. 18, Hollywood: She's a Film Daily staffer; he's with DAILY VARIETY.

DAILY VARIETY.

Mary A. Convay to Mike Mullaney,
Wakefield, Mass, Sept. 17. He's
head of the General Artists Corp.
publicity dept.

Mercedes Bolger to Michael
Garvey, Gorey, Ireland, Sept. 8.
Bride's a harpist, he's a producer
ith Radio Eireann.

Noirin Neary to Tom Cox, Dub-lin, Sept. 8. Bride's a warbler; he's

a former radio announcer.
Shirley Cook to William Pulling,
Liverpool. Eng. Sept. 3. Bride's a
chorographer and dancer.
Pamel's Bowden to Detrick Edwards. London, Sept. 12. Bride's
a concert singer; he's racing

driver.
Susanne Danvers-Walker to Michael Downing, London, Sept. 10. Bride designs sleeves for LP. disks; he's a ty sound engineer.

Roberta Keith to Tom Hasson,

Sept. 17. New York, Both are mem

Sept. 17. New York, Both are members of the Broadway production of "West Side Story."

Jean Ginsburg to Charles Ticho, Sept. 10, in Chicago, He's a film director at Fred Niles Studios there

Newman to William London, Sept. 17. Bride Pearson, Lon is an actress.

Beverley Acock to Roy Curtis, Westeliff-on-Sea, Eng., Sept. 14. He is an actor.

#### **BIRTHS**

Mr. and Mrs. Tom Trenkle, daughter, Sept. 6, New York. Mother is actress Hertha Shea; father's a legit pressagent.
Mr. and Mrs. Monte Kay, daughter, Sept. 8: New York. Mother is singer. Diahann Carroll; father is a talent ron.

singer trep.
a talent rep.
Mr. and Mrs. Mark Richman,
daughter, Sept. 10. New York.

a talent rep.
Mr. and Mrs. Mark Richman,
daughter. Sept. 10. New York.
Father is an actor.
Mr. and Mrs. Jack Shaindlin,
son. Sept. 5, New York. Father is
a film and tv musical director.
Mr. and Mrs. Leslie Linder,
daughter, Loadon. Sept. 3. Mother
is actress Dorothy Alison; he's an

is actress Dorothy Alison; he's an agent.

Mr. and Mrs. Tino Valdi, daughter, London, Sept. 3. Father is a singer.

Mr. and- Mrs. Walter Jokel, daughter, London, Sept. 3. Mother is actress. Carol Ann Ford; father is theatrical manager.

Mr. and Mrs. John Justin, daughter, London, Sept. 11. Mother is actress Barbara Murray; father is a caress Barbara Murray; father is an actor.

father is an actor.

Mr. and Mrs. Richard O'Brien,
daughter, New York, Sept. 10. Father is with the Dorothy Ross publicity office.

### **OBITUARIES**

BENJAMIN B. KAHANE

BENJAMIN B. KAHANE
Benjamin B. Kahane, 68, vicepresident of Columbia Pictures
and president of the Motion Picture Academy of Arts & Sciences
(Oscars), died of a heart attack
Sept. 18 at Las Vegas while holidaying with his wife.

Kahane was admitted to the

daying with his wife.

Kahane was admitted to the Illinois bar in 1912 and his firm was counsel for the Western. Vaudeville Managers Assn. Later in New York he helped organize the Orpheum Circuit, the west-of-chicago bigtime vaudeville tour aligned with B. F. Keith. He was general counsel, secretary-treas-

man, a police reporter for the Har-lem Home News and as a freelance writer.

writer.
Then, with his first produced play, "The Firebrand," a comedy about Benvenuto Cellini, which opened on Broadway in 1924, he focused on playwrighting. The play had a successful run and in 1934 was filmed as "The Affairs of Cellini." A musical legit version called "The Firebrand of Fiorence," with music by the late Kurt Weill and lyries by Ira Gershwin, was produced in 1945, but was not successful.

His next play, "Children of



MAY 19, 1873 — SEPT, 22, 1933

urer and later a veep of Orpheum.

In 1926 when Keith-Albee-Orpheum was formed by merger he again was attorney and veepee.
Thereafter Kahane was a party to the negotiations involving David way theatre, Circle in the Square.

His first contact with films was Sarnoff of RCA, the late M. H.

ms own direction, but soon closed, the late M. H. was revived two seasons ago for a successful run at the off-Broadway theatre, Circle in the Square. Was in 1919 when he worked for Sam-Aylesworth of NBC, and the Rockefellers which bore fruit as the Radio City Music Hall. By 1932 he was in Hollywood as president of RKO Studios. He signed Ginger Rogers and Katherine Hepburn, among other talents, and the John Ford classic of the Irish troubles, "The Informer," was made during the Kahane RKO tenure.

After the exit in 1934 of Pandro B. Berman, Kahane served as production head as well as RKO prez. He initiated a system of unit pro-

In Loving Memory

#### **DON BERNARD**

September 20, 1958

ducers. Resigning in 1936 to join agent and served as Arthur Hop-Columbia Pictures he eventually kins' drumbeater. was Harry Cohn's top executive. His son, brother, two sisters and

ducers. Resigning in ...

Columbia Pictures he eventually was Harry Cohn's top executive.

From the 1930's until his death Kahane was active in industry afairs, notably in the Academy and as Hollywood's spokesman when President Roosevelt set up the National Recovery Act. Busy, too, in Community Chest- and Jewish Welfare Fund work, he was a fervid opponent of Communistic infiltration in the studios. His prestige in the last decade was exceptional.

Beside his widow his survivors include a daughter, Mrs. Chester and two nontheating and two nontheating active until 13 years ago when he retired because of a heart condition.

Apart from operatic roles in Apart from operatic roles in a condition.

Beside his widow his survivors include a daughter, Mrs. Chester Bonoff, a son, Benjamin Jr., three grandchildren, and two nontheatrical brothers in Chicago. Rabbil Edgar Magnin officiated at Wilshire Temple on Tuesday (20) noon.

#### J. CHEEVER COWDIN

J. Cheever Cowdi , 71, former chairman and major stockholder of Universal Pictures, died in Ne York of a heart attack Sept. 16. Story in picture section.

retried because of a heart condition.

Apart from operatic roles in "Pagliacci," "Madame Butterfly," etc., singer gave concerts of contemporary Mexican songs. He waxed a total of 400 records during his career.

A sister and two brothers surfuge on the California sports. his career.

A composer and singer, he also was a skilled surgeon.
Surviving are his wife, daughter and two sons.

EDWIN JUSTUS MAYER
Edwin Justus Mayer, 63, playright, and screenwriter, died
Sept. 11 in New York, after a brief
illness.
He began his writing career
when he was 25 years old by publishing his autobiography. "A
Preface to Life." Before this he
worked as a Wall Street customer's

SAM GORELICK
Sam Gorelick, 59, vet film disling, died in Hollywood Sept. 14. L.A., and was sponsor of such
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ling, died in Hollywood Sept. 14. L.A., and was spons

over a 25-year span rose to branch and, later, district manager. In inand, later, district manager. In in-dependent, as general sales man-ager. At the time of his death he was executive assistant to the v.p. of Trav-Ler Radio Corp., Chicago. A brother, Herman Gorelick, owns Realart Pictures, St. Louis indie. Other survivors include his wife, daughter, four sisters, and three other brothers.

TAMES DUNCAN WERR

JAMES DUNCAN WEBB James Duncan Webb, 51, presi-dent of C. J. LaRoche & Co., Inc., an advertising agency, died Sept. 15 in Greenwich, Conn., after a brief illness.

The dreenwith, comin, atter a brief illness.

He began his career with Dominick & Dominick, a brokerage firm. He later became advertising manager of the American Distilling Company. He joined Young & Rubicam, in 1943 and four years later was made veepee and account supervisor. In 1951 he joined the LaRoche company as executive veepee and the following year was named president.

His wife, two daughters, mother and a sister survive.

JULES BUFFANO

JULES BUFFANO
Jules Buffano, 62, composer and
musical director-pianist for Jimmy
Durante for 18 years, died of a
stroke Sept. 12 in Hollywood. He
had been stricken two weeks
earlier, shortly after a rehearsal
with Durante.

Musical director of Metro's first
the filmusical "Bradway Melody."

big filmusical "Broadway Melody, Buffano authored such hits as "Thanks for the Buggy Ride" and "Christmas Comes But Once a

"Christmas Comes But Once Year."

Queenie Vassar, 89, musical comedy performer of the '90s, died in Hollywood, Sept. 11 following surgery. She was the widow of actor Joseph Cawthorn. Originally brought to the U.S. from her native Glasgow in 1884 by producer Tony Pastor, Miss Vassar appeared in shows which included 'A Trip to Chinatown," The Toreador," and "Sistems and the copped Oscars for ter Mary." She was also seen in such films as "The Primrose Path" World in 80 Days." At the time of

Tom Driscoll. Buse started his theatre career at the age of 18 in a Portland vaudeville act from where he went to Broadway. He played in road companies until his retirement in 1923

Surviving are his wife and two

KATE G. WARRINER
Kate G. Warriner, 46, actress
and voice teacher, died Sept. 15 in
Boston, Mass., after a long ill-

ness.

During her career she appeared
in numerous plays including
"Mother Lode," "Mary of Scotland," "The Children's Hour,"
"Glory to All," "Victoria Regina."
"The Merchant of Venice" and
"The Philadelphia Story."
Her brother and two sisters sur-

TONI BART

Tony Bari, 46, nitery and disk singer, died Sept. 15 of cancer, in New York. He had been ill 70 some time. One of his latst dates in New York was at the Gondolier. Bari came to major attention in New York during a run at the now defunct Havana Madrid. He toured defunct Havana Madrid. He toured nightclubs both in this country and in the Caribbean area, and recorded on various labels.

Survived by parents, four brothers and two sisters.

DINO GALVANI

DINO GALVANI
Dino Galvani, 69, stage and
radio actor, died Sept. 14 in Londen. He was born in Milan, and
came to England in 1921 to play at
the Court Theatre. He made several

### Mose Gumble

September 27, 1947 We'll always miss you. THE STAFF OF WARNER'S MUSIC COS.

MIKE FITZGERALD Michael (Mike) Fitzgerald, man-ager of radio station CKAR, Hunts-

ager of radio station CKAR, Hunts-ville, Ont., died of a heart attack there Aug. 31. He was an announcer in the early days of "Studio One." Born in St. Catharines, Ont., Fitzgerald worked on radio sta-tions in that area and later joined CBO, Ottawa. He also was a deejay on CFRB and CHUM, both Toronto. More recently he had been free-lancing. Surviving are his wife, son and daughter.

and "None But the Lonely Heart." his death he was cutting Columbia Survived by a son, Pictures' "Raisin in the Sun." Wife survives.

FABIOLA A. S. SAMAYOA
Fabiola Araceli Sarti Smayoa,
32, Guatemalan citizen and part of
team Fabiola & Rene who did a
mental and telepathic act, died
Sept. 9 in Mexico City as result of
a self-inflicted gunshot wound.
He allegedly shot and killed
partner Procopio Rene Delgado
Villalba, 24, for unknown reasons
five days before act was to have
debuted in Mexico City.

Surviving are his wife, son and daughter.

FRANK STEFFY
Frank Steffy, 75, managing dictorrange in Geneva, III. She rector and house manager of Minnesota Amusement Co. (United Paramount circu if Minnesotis later sie worked clubs as a singer theatres for 24 years from 1932 to

IN LOVING REMEMBRANCE

#### **BEN (JACOBS) LERNER** Sept. 18, 1958.

Rest in Peace

SUE and TOM PHILLIPS

A sister and two brothers sur-

HARRY PENBROOK

Harry Penbrook, 73, one of the oldest film everas in point of acting, died in Hollywood Sept. 14. He was active from 1908 to 1953.

Leslie A. Henky
Leslie A. Henry, 77, prominent
figure on the California sports
scene and father of actors Bill
Henry and Tom Brown Henry,
died of a heart attack Sept. 11 in died of a heart attack Sept. 11 in Long Beach. He was instrumental in bringing the 1932 Olympics to L.A., and was sponsor of such athletes who turned actors as Johnny Weissmuller, Wife also survives.

office for eight years. Earlier in his career he had owned a radio station in Sioux Falls, S.D., and before World War II was with the station WRC, Washington, D.C. Wife, daughter and son survive.

DAVID H. WINNIE
David H. Winnie, 67, longtime
trapeze performer, died recently
in Charlotte, N.C., when he slipped
before some 1,500 spectators at the
Eaton County 4-H Club Fair. He
eaton County 4-H Club Fair. He
was climbing down a 45-foot tower
with his daughter, Patricia to take
a bow. He fell on his daughter who
was seriously injured.
Another daughter also survives,

PAUL, A. STANHOPE
Paul A. Stanhope Sr., 73, vet
makeup man, died in Holfywood
Sept. 9. He entered motion pix in
1920 after a career in the legit
theatre, and had headed makeup
departments at Hal Roach, Selznick and other studios before
turning to freelancing five years

ago.
Son and sister survive.

JOHN DE LACY VAN EPPS
John De Lacy Van Epps, 81,
former vaudeville performer and
silent films director, died Sept. 15
in Teaneck, N. J. He was assistant
director for Pearl White in the
"Perils of Pauline," silent film
series. In Vaude, he was a pianist
and comedian.
His wife and son survive.

ROBERT COSGROVE

ROBERT COSGROUE
Robert Crosgrove, 60, a former
actor who was employed at Columbia Pictures for the past 10 years,
died of a heart attack at the Will
Rogers Memorial Hospital, Saranac Lake, He had gone in for
treatment of tuberculosis a short
time ago. time ago. Survived by sister and brother.

Richard B. Lynch, 57, veteran Columbus, O. Dispatch newspaperman and musician, died Sept. 7 of a heart attack while at work. He was the first Negro on the editorial staff of the paper in 50 years. At one time he was a pianist for WFMJ, Youngstown, O. His wife, two daughters and a son survive.

Dino Borhioli, 60, Italian operatic tenor who toured the U.S. and Britain in Italian operas after World War I, died Sept. 12 in Florence, Italy. He made his Mctopolitan Opera debut in 1935 as Rudolfo in Puccini's "La Boheme."

Thomas Garrison Puddy, 47, a theatre manager of College Sta-tion, Texas, died Sept. 14 in the Will Rogers Memorial Hospital, Saranac Lake, N.Y. Wife and tw daughters survive.

Robert C. McKew, 67, retired film executive, died Sept. 14 in Dublin. Retired last year after 50, years in films, 31 of them as Irish reanager of Rank Film Distributors.

Eugene Schnyder, 72 of the accounts payable department at Allied Artists home office, died Sept. 6 in Astoria, L.I. His wife, son and daughter survive.

Kenneth H. Keenan, 46, leader of the Kenny Keeman Quartet, Toledo dance band, died Sept. 7. His wife, daughter, parents and granddaughter survive.

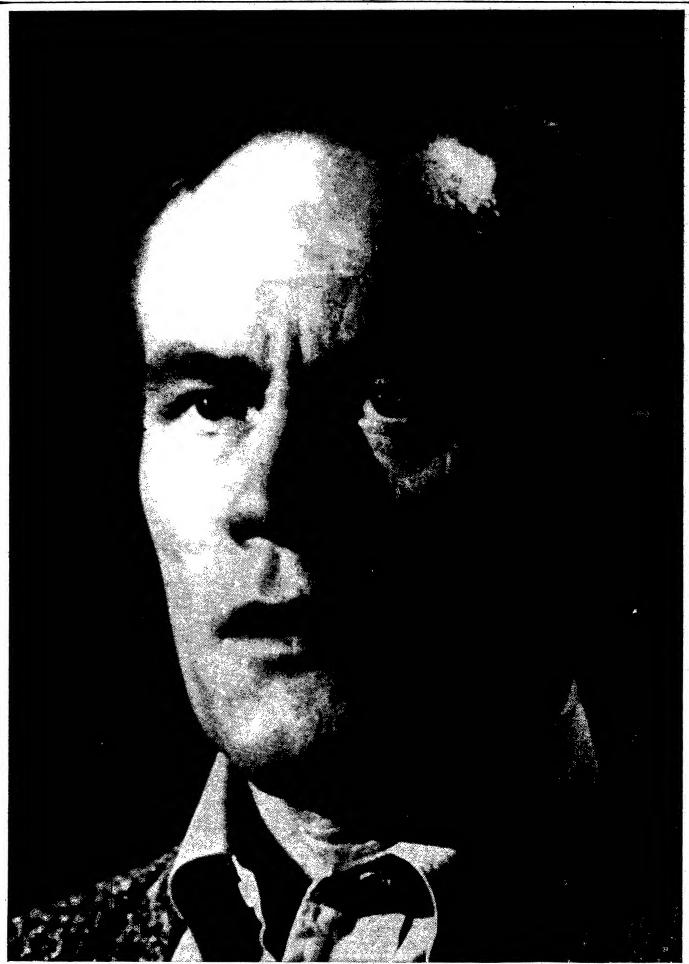
Charles Walton, 63, Leeds branch manager for Rank Film Distributors, died in Leeds, Eng., Sept. 9. He had been with R.F.D. for 25 years.

J. Rudolph Peterson, violinist ad onetime Minneapolis Sym-hony Orchestra member, died ept. 8 in Minneapolis, His wife and phony

Dr. Joseph W. Clokey, 70, composer of more than 300 choral works, symphonies and operas, died Sept. 14 in Los Angeles.

Issae Davies, 82, cinema pioneer, died recently in Manchester. Eng. He was Yorkshire manager of the old Ideal Films Co.

Leo Weiner, 75, leading Hun-garian composer and Kossuth prize-winner, died Sept. 14 in



"DID YOU CATCH E.G. ON CHANNEL 10?"

The play was "The Shrike" and, as always, It. 3. Marshall gave a stunning performance. What you might not expect is the fact that the program was telegast, live, in England, on the Independent Network. When it comes to TV programming, what you might not expect is frequently seen on GRANADA TV NETWORK, ENGLAND

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NEW YORK, WEDNESDAY, SEPTEMBER 28, 1960

80 PAGES

# **IULES VERNE AS HIS OWN HE**

### **Closed-Circuit TV Dinners Becoming Key to Political Party Fundraising**

By HY HOLLINGER

By HY HOLLINGER

Use of closed-circuit television, linking political dinners throughout the country, has become an accepted method in recent years to "bail out" the two major political parties. Since 1954, the year closed-circuit tv was used for the first time by politicians, the medium has raised more than \$20,000,000 for party coffers.

The Republican National Committee, which, according to Chairman Thruston Morton, confronted "with a most difficult financial, problem," relying heavily tomorrow's (Thurs,) "1960 Campaign Dinners," an event that will be seen and heard simultaneously in 36 cities throughout the country.

Theatre Network Television.

that will be seen as the country.

Theatre Network Television, which pioneered the use of closed-circuit for political fund-raising, is producing and providing the network facilities for the dinners. Some 30,000 people at \$100 a plate are expected to hear and see President Eisenhower (from Chicago) making his first political speech of the 1960 campaign, Vice President Richard M. Nixon (from Boston), Ambassador Henry Cabot (Continued on page 78)

### Jose Ferrer As An 'Opera' Singer

By ROBERT J. LANDRY

If Sir Laurence Olivier can hoof in "The Entertainer," Jose Ferrer can sing opera in Puccini's "Gianni Schicchi," as he proceeded to demonstrate last Saturday evening (24) at the Brooklyn Academy of Music. But of Olivier's hoofing, as of Ferrer's operatics, it is necessary, in a professional journal, to direct the tribute to the cleverness of the simulation rather than the of the simulation rather than the substance of the art. In short-both legitimate velerans are wonder-fully adept fakers.

The one-act opera is Ferrer's an-swer to the current dearth of film

(Continued on page 78)

### Ambassador MacArthur's Daughter as Tokyo Deejay

Tokyo, Sept. 27.
Laura (Mimi) MacArthur, daughter of U.S. Ambassador Douglas MacArthur 2d, is appearing as a disk jockey on a program called "Midnight Junction" on JOQR,

Midmin John John John John John John John Japanese, tapes her shows in advance for 15-minutes airtime nightly beginning at 12:40 a.m. She will continue the stint for a month.

### 'Great Debate' **Audience Could** Hit 72-75 Million

Kennedy and Nixon, with con-Kennedy and Nixon, with concerted help of three iv networks, earned on Monday (26) probably the largest audience in television history. The average audience for the 9:30-10:30 p.m. meeting of the two Presidential candidates was estimated at between 72.000.000 and 75.000.000 viewers by a spokesian for American Research Bureau, which based the count on the returns from gift nationing the second of the secon

### James Dean Echoes Still: Mexico May Not Renew 'Rebel Without Cause'

Range of Talents:

Exhib, Justice, Barber

Rabel Without Cause

Mexico City, Sept. 27.

While the Film Bureau remains mum, there's some doubt as to extension of exhibition permit for Rebel Without a Cause, "starring the late James Dean. Mexican exhibition permit for the peace in Coeymans and owner of Albano's Drive-in at Rayena, has been elseled first vicepresident of the N. Y. State Magistrates' Assn. In recent months, much criticism been elseled first vicepresident of the N. Y. State Magistrates' Assn. In recent months, much criticism. He was installed (22) at the annual convention in Grossinger's by much for content as use of title in Edward A. Scott, police justice of identifying "mixed up" youth. Pelham Manor and judge of the Various organizations have asked television production. The Verdict 1s Yours." Albano has been a J.P. permit because of adverse national television production. The Verdict 1s Yours." Albano has been a J.P. permit because of adverse national television production. The Verdict 1s Yours." Albano has been a J.P. permit because of adverse national television production. The Verdict authorities to withdraw exhibition plants to get the next President of 14 years. He also conducts a barwide publicity given to real life to U.S. to address the body on the product of the U.S. to address the body on the content as use of the U.S. to address the body on the product of the U.S. to address the body on the U.S. to address the body on the U.S. to address the body on the product of the U.S. to address the body on the U.S. to address the U.S. to address the body o

# RIVALS BIBLE

Old gag among producers and directors to effect that the only great writer is a dead writer seems particularly apropos in case of the late Jules Verne (1828-1905), who seems likely to outdistance the Bible as a single source for big money motion pictures. Because 20th-Fox's "Journey to The Center of The Earth," released late last year, has already taken in almost \$5,000,000 in domestic rentals and seems likely to hit at least \$6,000,000, three Verne works released since 1954 have accounted for total of rentals approximately \$35,000,000 in the home territory. Using the 50-50 rule-of-thumb, world gross on the three should hit about \$70,000,000, or even more, since the Verne material is particularly big overseas. In addition to "Journey," the pix are United Artists' "Around The World in 80 Days" (\$22,000,000).

Filmmakers obviously are not

000).

Filmmakers obviously are not missing this lesson. American International has currently before the cameras in Hollywood Verne's "Master of The World," and is (Continued on page 78)

### ATAS Votes Int'l TV Fest, Rejects Blacklist Probe

Trustees of the Academy of Television Arts & Sciences, in Scottsdale, Ariz, rejected a recommendation by writer Rod Serling to form a committee to investigate alleged video blacklisting.

The meeting of ATAS officials from all points in the country decided that while there are sittle evidences of blacklisting, it was restricted to a "few advertising agencies" and that if ATAS were to reopen the issue it might do more harm than good to people who once were, but no longer are, on blacklists.

Two other major decisions at the

### N.Y. Nitery Biz, Sparked by Federal Tax Slice, Booming Like Wartime Era

Philadelphia, Sept. 27.
A suit against 28 disk jockeys and 11 distributors to stop payola was filed in Common Pleas Court

was filed in Common Pleas Court here by district attorney Victor H. Blanc, who asked for a preliminary injunction against the group.

The 11 distribs and 12 of the deejays had agreed to the injunction being Issued before the suit was filed. Assistant d.a. Jerome Balka turned over the consent decrees and then conferred with Judge David Ullman. The 16 jocks who refused to sign the decree (Continued on page 76)

### **Hen-Party Phone Drive** Versus Ava Gardner As 'Runaway' Heroine

Ted Husing's AM Comeback
Via H'wood Sports Show
Hollywood, Sept. 27.
Ted Husing, after a prolonged absence due to illness, returned again to the radio scene yesterday (Mon.) with a 15-minute onceweekly stanza on KFI here. It's called Ted Husing Remi isces."
Husing has Tom Harmon, Leo Durocher, Joe Louis, Frank Leahy among the sports personalities listed for appearances on the KFI show. He's lalso set to interview George Jessel, Pat O'Brien and Joe E. Brown.

Philly D.A. Fires
Payola Suit Vs.

Jockeys, Distribs

Philadelphia, Sept. 27.
A suit against 28 disk jockeys and 11 distributors to stop payola was filled in Common Pleas Court

A general upbeat in the nitery business in New York is being ascribed to the lowering of the 20% cabaret tax to 10%. The current boom, which started late August and is now going full blast, is not only filling most of the representative rooms and hotels, but has provided employment to more cafe performers than a year ago. The prevailing feeling is that the 10% reduction is doing its would spark more employment of performers and musicians but would sloc cause the opening of its country.

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(Continued on page 78)

### Japanese Accept Nuclear 'On Beach'

Tokyo, Sept. 27.

Doubts expressed last year by Japan exhibitors on prospects here for UA's "On the Beach" were further: erased as the anti-nuclear bomb film went into general release in this city.

Film, which has already placed as one of top earning imports of the year, set house record at Shinjuku Tokyu with 6.129 Sunday admissions. For first five days of playing in Tokyu seven-theatre chain, film drew boff 68,295 patrons.

As 'Runaway' Heroine

Hollywood, Sept. 27.
Wives of Cameramen's Local
659 have started a telephone campaign in California, New York, Illlinois and Massachusetts against
Ava Gardner pix, including her
current firstrun release, Metro's
"The Angel Wore Red." Miss
Gardner has been living in Madrid,
working in various lands.
Action is part of the lensers'
campaign to stop overseas #roduction of films which they claim
should have been made in the
U. S. According to IA prexy Richard Walsh, it's not possible "at
this time" to get widespread support among the projectionists for
the cameramen's Campaign.
With the exception of Chicago,
attacks thus far have been concentrated on the east and west
coasts. Picket lines are now in
process of being organized.

### **European Niteries Booming as Jets** Make 12-Mo. Tourist Season: Fraday

The effects of jet planes, not yet, fully chartered, are having another impact on travel and entertainment customs. It seems that for Europe, at least the jet plane will eliminate seasons, according to Rene Fraday, who along with Pierre Louis Guerin, is now in the U. S. for production of the Lido Show which opens Oct. 12 at the Stardust Hotel, Las Vegas.

Neduced fares in the offseason by all major airlines as well as the comparatively short trip, is causing more travel to the Continent than ever before, says Fraday. An increased influx is expected in the fall, and possibly in the winter. Thus a permanent body of tourists from America is expected to be in Paris. The short term travelers will give Continental amusement enterprises business that it never had before.

According to Fraday, the Lido in Paris is benefitting by increased growing field in show biz, is reach-

(Continued on page 78)

### Crown Prince of Japan

ese-American friendship.

will give Continental amusement enterprises business that it never had before.

According to Fraday, the Lido in Paris is benefitting by increased attendance at its Paris cafe as a result of the Las Vegas company, which will open its third edition at the Stardust Hotel. Fraday says that those who have seen the show in Vegas and go to Paris later, will (Continued on page 78)

It's More Angles Than Royal Family When Crosbys Hit Pittsburgh Pirates' Town

Town House device the first game he cancelled his coming when he can

If the feelings of the ad-pub directors of the major film compaines prevail, any alaborate industry participation in the 1964 N. Y. World's Fair will be eschewed. Specifically, the ad-pub exces want no special building at the Fair and no expensive operation of any expensive operation of any

Pins Order on Johnston

Washington, Sept. 27.

Eric Johnston, prexy of the Motion Picture Export Assn., tomorrow (Wed.) receives the First Class of Goder of The Sacred Treasure from the Crown Prince of Japans at ceremonies at the Japanese Embassy.

Order, one of Japan's highest decorations, is being given the MPEA of Contributions to Japan-tese-American friendship.

develop recommendations.

SWING and SWAY with SAMMY KAYE

Currently
Roosevelt Hotel, New York City
Broadcasting C.B.S.
Exclusively DECCA RECORDS
Personal Mgt.: David Krengel
1619 Broadway, New York 19

### Threat of Hotel Strike Plagues Philly Theatres

Philadelphia, Sept. 27.
A threatened strike of hotel employees poses an acute worry for Philly theatre owners and the man-

ployees poses an acute worry for Philly theatre owners and the managements of Broadway shows currently in town or booked soon. Next Friday (30) midnight is the deadline for a walkout of 13 major local hotels by 4,500 members of Local 568, Hotel, Motel & Club Employees, AFL-CIO. Contract negotiations with the Philadelphia Hotel Assn. are "hopelessly deadlocked," according to union president Larry Stolz. Hotels affected are the Adelphia, Bellevue-Stratford, Benjamin Franklin, Drake, Essex, John Bartram, Penn Sherwood, Ritz Towers, St. James, Sheraton, Sylvania, Walnut Park Plaza and Warwick. Two current pre-Broadway tryouts, "Face of a Hero" and "The Wall," are due to exit town next Saturday (1), but "The Unsinkable Molly Brown," which opened last night (Mon.), is here for five weeks, "Laurette" is due to arrive next Monday, (3), as is the about-to-tour Broadway hit, "Five Finger Exercise."

An extra complication, from a legit viewpoint, is the fact that this is bullish period for conventions, which presumably represent considerable boxoffice trade.

### George Jessel's New Book: Might-Have-Been Slants On Deceased Celebrities

Un Deceased Leiebrities
Ben Hecht is doing the foreword
to George Jessel's new book for
Holt, "Elegy In Manhattan," which
deals posthumously with over 100
personalities from all walks of life,
and how they might have pleaded
their cause or altered the courses
of their lives if they had it to do
all over again. In the "Spoon
River Anthology" manner—Jessel
frankly utilizes the Edgar Lee
Masters pattern—thus Mike Todd
observes, "That's what I get for
stepping out of character; instead
of renting a plane if I had bought
(Continued on page 78)

(Continued on page 78)

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### Broadway, Then and Now By Tom Weatherly

Twas once a cowpath, so they say, This garish stem called Old Broad-

And in its time, no doubt, was trod By many a homespun, rustic clod.

Long since the shady lane gave wav.

To concrete mix and cheap display; And never agai ill a mocking bird Derisively scold the lowing herd.

But though the scene is rearranged The human figures haven't changed,
The strollers now, by hook or
crook—
Still

Still maintain that country look.

### That Balcony Scene!

After a hectic week covering the United Nations and Soviet Premier Khrushchev, NBC Newsman Ric Ballad hit a lull in the news and sat down to a typewriter to record some impressions of the week's events. The result was the following verse which was called to the attention of Dave Garroway, who read it on his "Today" show, Friday (23), over NBC-TV Network.

ROMEO AND JULIET REVISITED An ode by Nikita Khrushchev (as told to R. A. Ballad)

(In the spirit, if not the style, of W. Shakespeare) But hark! What shout from yonder picket breaks?

Tis a boo? Then the booer is a boor and bore, War criminal on your sheltered shore, Sheltered by Ike of Gettysburg Whom yet I love, despite his flaw.

Heed not the placards, newsmen . . . Loving newsmen Ragged, wretched, rumsoaked reporters Of life beneath the Wall Street yoke. Come!

Come close beneath my balcony, This airy prison where I caper, prance and prowl While I prove the bear can smile as well as growl.

Come closer, newsmen!
Nosy newsmen.
Ply me now with questions sweet
But deep, and full of guile
As all untrusting lovers do
Who long to know if love is true.
Come! Come! Press your suit,
But not to suit your press
Those bloated swine who bribe the scribe
With gold and credit line
To prate the party line
And mock the very sweat which marks
Your ink-stained brows Proud mark of Marx!

Play, sweet newsmen.
Play this scene with me.
Immortalize this balcony.
Then come with me to pastures sweet and green
Well do the Bard's midsummer dream
In Glen Cove's wooded dell.
And in the days which lie ahead
We'll play the Tempest
(Staged in Red)
With I.'a pudgy Ariel
And you, Mirandas, who will tell
And write of brave new worlds
Which have such men
But prithee, newsmen
Vulgar newsmen!
Note you now my modest plea
That in your earnest love for me
You not ignore that hairy ham
That poor Caribbean Caliban
Nonentity, but friend of man
Who sits in dreary penury
Plucking fowl and spinning dreams
Courageous foe of shaving creams,

Now go . . . Go tell the world my words are true. And should the pink slip come to you. (PINK! Ah, that's a jest!)
Then do as Mitchell and Martin do.

Roam the land. Coo like a doy And paint on rocks "Lenin is Love."

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Inside Vaudeville
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### NEW FACES WEARING FROWNS

### **British Producers Want to See** Some Profit Earlier In the Audit

London, Sept. 20.
Federation of British Film Makers, one of the two producer organizations here, is renewing its attempts to get agreement to the principle that picture-makers who have to borrow money to get a setup, shall have some returns at the same time as some of the lenders.

up shall have some returns at the same time as some of the lenders.

As of now, the producer has to wait for any cash comeback till the suppliers both of front money (usually a bank which discounts a distrib guarantee) and of end money (often, in part anyway, the Government body National Film Finance Corp. have been repaid together with interest. Now NFFC has indicated that it is not averse to the notion of a producer getting something back simultaneously with itsel and has, in fact, operated such a scheme in cahoots with Associated British Picture Corporation. In addition there has been a cordial response from at least one major banking concern.

It isn't expected that, in the event of getting wider support for the principle, every producer will want to take advantage. But there is will be, established should anyone want to operate thataway.

### Sam Katzman On **Exhib Vagaries**

By JOHN G. HOUSER

By JOHN G. HOUSER

Hollywood, Sept 27.
Sam Katzman, who went to 20thFox four months ago on a verbalagreement with the late Buddy
Adler to produce "Wizard of Bagkadd," has now been signed to a
three-picture contract by new production chief, Robert Goldstei
First of the three pix to roll
will be "Gentlemen Pirates,"
scripted by Mel Levy, set to roll
early in November. An untitled
original about Missispip gamblers
with screenplay by Jesse Lasky
Jr. and Pat Silver follows in late
November and "Cypress Gardens,"
original by Lou Morheim is slated
for December and will be shot entirely on location in Florid a.
Katzman early this week registered title "Merlin the Magician"
with MPAA title registration and
additionally has a fourth project
for next year as a follow-up to his
successful "Rock Around the
Clock" pic he produced for Columbia in 1956. Pic-cost \$300,000 and
has grossed more than \$4,000,000.

Hits Exhibs
In confirming the new deal,
Katzman let loose a torrent of
pinlon anent the picture business
and, "some sound advice for the
TOA delegates and members who
should get off the floor and start
swinging to get the public into
(Continued on page 30)

But Not Now Issuing
Hollywood, Sept. 27.
Authorized number of Electrovision Corp.'s no-par-value common stock will be increased from some stockholders at annual meeting held here.

However, according to prexy Edwin Corp.'s no-par-value common stock will be increased from some stockholders at annual meeting held here.

However, according to prexy Edwin Corp.'s no-par-value common stock will be increased from some stockholders at annual meeting held here.

However, according to prexy Edwin Carlendar some stockholders at annual meeting held here.

However, according to prexy Edwin Carlendar some stockholders at annual meeting held here.

However,

Genet's World's Fair Tie

Albany, Sept. 27.
Ira H. Genet, 57, president of the Queens St. Realty Corp. and the Queens Chamber of Commerce, and former writer, producer and director for War-

producer and director for Warner Bros: is one of three
members appointed to the
Temporary State Commission
on the 1964 World's Fair, by
Assembly Speaker Joseph F.
Carlino, of Nassau County.
Senate majority leader Walter J. Mahoney, of Buffalo,
will name three Commission
members later.

### Lately Upward, **Amusements Feel World Insecurity**

months film stocks for the most part dropped in value last week. Reversal of a long-continuing upward trend was concurrent with a major decline in the overall market which saw prices go down to the lowest level in two years.

Issues on the New York Stock Exchange have been slumping for the past month. Films became part of the downbeat, whereas in past they were capable of resisting the overall trend.

overall trend.

Analysis said the big fall in the market was due to uncertainties about the international situation and to unsure economic conditions domestically. Films' saide was not a reflection of lessened interest in theatricals, they said, but was simply a technical, or psychological, reaction to overall big board dip.

Among the losses were: Colum-

reaction to overall big board dip.
Among the losses were: Columbia, \$2.37½; Disney, \$2.62½; Metro, \$1.12; Loew's, 50c; Paramount, \$2.12½; 20th-Fox, \$2.37½; Warners, \$1.25, and Universal, \$1.50.
The slip of picture issues was not regarded as too disturbing to Wall Street observers: Said one: "These stocks are selling at strong prices and a little loss here and there can well be afforded."

### ElectroVision Shares: 2,000,000 More Voted. **But Not Now Issuing**

# FAME OR BLAME

Though it may come as a surprise to some of their employers, many of the screen's "new faces" also have minds of their own, a fact not always evident in the machine-made publicity campaigns used to launch the average budding per-sonality. sonality.

To a reporter who has individually interviewed many of these embryonic stars in recent months, a bryonic stars in recent months, a composite portrait is manifest; a pretty and/or handsome face, coupled with a fearful ambition to succeed and gnawing sense of insecurity, plus some very definite ideas on what's wrong with the star buildup system as practiced (when practiced at all) by the major companies today.

The 7-Year Narcotic

The 7-Year Narcotto
The biggest bugaboo to many actors still seems to be the old seven-year contract with options to be picked up at sixth-month intervals by the employer. As described by Warren Berlinger, who has just finished Columbia's "The Wackiest Ship in the Army" on a free lance basis, the seven-year contract is a sort of candy-coated narcotic: you know you shouldn't take it to begin with, but you do, and then you're devastated when it's taken away from you. Several years ago, Berlinger wanted yery much to recreate his Broadway "Roomful of Roses" role in 20th-Fox's "Teenage Rebel" film version. So he signed the long-termer "at no money," made two pictures for 20th and then had his option "at no money," made two pictures for 20th and then had his option

at no money," made two pictures for 20th and then had his option dropped.

Official reason was that 20th had no immediate work for him, but the idea lingered that perhaps he was no good, he should get out of the business, etc.; etc. Then a year later 20th hired him to do his "Blue Denim" stage role on screen. That's the irony—and lack of continuity which dogs every actor's career because, no matter how successful, he's only as good as his last assignment.

A pretty young actress, who has appeared in three films, in the last of which she was singled out for exceptional critical praise, told (Continued on page 28)

### Hoffer Can't Use **Exodus** as Title

Judge Saul Streit in N.Y. Supreme Court granted a permanent injunction restraining Bernard K. Hoffer and Exodus Motion Picture Corp. from using "Exodus" as the title for an Italian picture produced in 1949 under the name of "II Gride Dell Terra" and released in the United States as "The Earth Cries Out." On Aug. 26, Justice Henry Epstein granted a temporary injunction against the use of the title.

Suit for the injunction had been filed by United Artists and the producing company. Otto Preminger's Carlyle-Alpina S.A. "Exodus" is the title of Preminger's recently completed film version of Leon Uris' bestselling novel.

### NO CONTROL OVER Predicament of Small Burg Showman **Detailed by Colorado Operator**

Perspective Note

Washington, Sept. 27.
More Russians saw American metion pictures during the first six months of 1960 than during the last 43 years combined, according to George V. Allen, U.S. Information Agency directs. cy director.

Anen, U.S. Information Agency director.

In his report to Congress on USIA activities during the opening half of this year, Allen said: "Out of the 102 motion picture houses operating in Moscow on June 30, there were 45 showing American films under an exchange agreement worked out last year. The houses were packed with people, and the reaction was highly favorable at the moment when official Soviet propaganda attacks against the U.S. were at their worst."

### Paramount 'Docs' Read 'Em & Edit At Eastern Sneaks

policy of "doctoring" its new pictures on the basis of strictlyunhearlded sneak showings in the east. Reaction of Par professionals and general audience non-pros is determining what changes, if any, should be made in the as-yet unreleased productions.

released productions.

"Tryouts" have been held for "Cinderfella," "Breath of Scandal," "Savage Innocents" and "Under 10 Flags." These showings have taken place in Loew's neighborhood theatres in the New York metropolitan area, other spots in Nyack and New Rochelle and in Par's own homeoffice projection room.

room.

The auditioning of the new plx so far has resulted in re-shooting of the opening scene in "Cinderfella," starring Jerry Lewis. Original had a youngster playing Lewis as a child. Part is now played by Lewis himself.

"10 Tiese" was partially reedited.

"10 Flags" was partially reedited following projection room viewing.

### Phil Rapp, Texas-Backed, Seeks Ownership of Old Cal Studios for \$2-Mil

Lal Studios for \$Z-Mil Hollywood, Sept. 27.

Exploratory talks which may lead to the purchase of California Studios, one of the oldest in Hollywood, for \$2,000,000, were conducted last week between owner Phil Krasne and Phil Rapp, writer-producer who reportedly has financing from a Texas syndicate.

Studio, formerly occupied by Edwin Carewe and Harry Sherman, was taken over later by Enterprise Productions. For the past five years, it has been mainly a tv production center.

### **Maurice Foster, Completion Guarantor, Due for Film Huddles in Gotham**

By T. BIDWELL McCORMICK

Denver, Sept. 27.
The small town theatre today is only living on its depreciation, according to George McCormick, owner of the Skyline indoor and Sunset drive in theatres in Canon City, Colo. (no relation to this Variety reporter).

"Long ago we ceased to make a profit and unless means are found to meet the growing competition of big city longruns, we'll just have to big city longruns, we'll just have to close down here also—we have already closed our Rialto in nearby Florence, Colo.", says McCormick, who like his father before him has operated theatres in the adjoining Colorado towns for many years.

"We've had our ups and downs in the past," says McCormick, "depression, strikes in industry but, never before this kind of shortage of product.

pression, strikes in industry but, never before this kind of shortage of product.

"Not that there isn't product aplenty right now, but just try and get it. Of course, I understand that the distributors must get their money out of their pictures as quickly as possible and that we in small towns like Canon and Florence cannot pay the prices or compete in potential grosses with the big cities, but to have to wait eight months to a year or more for the larger towns to play off their extended runs is not only disheartening, but ruinous."

To remain quietly passive while the special attractions are played in neighboring big cities and advertised on radio, press and to see the cream of the theatre going public being syphoned off by auto trips and bus excursions to Denver and (Continued on page 26)

### 1960 Dividends Up by \$865,000

Washington, Sept. 27.
Dividends paid by film companies during the first eight months of this year are running \$865,000 ahead of the like period

\$865,000 ahead of the like period of 1959, according to the Commerce Dept.

They amount to \$15,375,000, against \$14,510,000 the year before. August figures were up, too \$1,311,000.

\$\frac{1}{2}\$ They amount for \$1,311,000.

Commerce doesn't give the breakdown by companies anymore but said the increase was due to Republic Corp. paying in August this year and not last, and because two new companies disbursed dividends, General Drive In Corp. and Movielab Film Laboratories.

### Saskatchewan Socialist **Backing for Mounties**' Film With Bob Ryan

Regina, Sept. 27.

Saskatchewan's Socialistic government, in power 16 years, is cooperating at cost with a British subsid of 20th-Fox which starts shooting a Royal Canadian Mounted Police picture hereabouts soon, starring Robert Ryan and Torontoborn Met singer Tereas Stratas.

Provincially-owned bus company will, at cost, take 600 Indians from their homes to the shooting spot; all lodges there will be winterized and above-ground water lines insulated in case of an early winter. Cypress Hills provincial park staff will be provided at cost and meals served sans profit.

Producer Herman Weber arranged all this (subject to legisla-

Schary's 'Advocate' Set

With WB; Maybe Guinness

Hollywood, Sept. 27.
Warner Bros. will release Dore Schary's 'The Devil's Advocate,'' with competition with the specializes in completion guarantees to producers, planes chary's 'The Devil's Advocate,'' with competing with major producers and distributors. He will stay in Manhalt the end of the month. The company, which has been not the leight roles, according to Schary. Stage version of the Morris L. West novel starts rehearsals Jan. 3 on Broadway.

London, Sept. 27.

Maurice Foster, a director of Italian outfit which operates with the backing of Film Finances.

Since lits formation in February 1950, it has given completion guarantees for over 300 pix, in Europe such as United Artists, 20th-Fox, Paramount, Columbia, Continental, D.C.A., Metro, Republic and R.K.O. Radio. It has also provided guarantees for most of the top British production comparints.

Cypress Hill's provincial park staff will be provided at cost and meals served sans profit.

Producer Herman Weber arranged all this (subject to legislature's approval, later granted) personally with Premier T. C. "Tomettings with major producers and distributors. He will stay in Manhalt and its a stockholder in Italian outfit which operates with the backing of Film Finances.

Since lits formation in February 1950, it has given completion guarantees for over 300 pix, in Europe such as United Artists, 20th-Fox, Paramount, Columbia, 20th

### Producers, Exhibs, Stars, Agents,— All Hollywood As 'Ad Experts'

value of newspapers, particularly whether the cost of the newspapers, particularly whether the cost of the newspaper space is justified by the results. The value of other media is the screen Producers Guild and Theatre Owners of America. Following a meeting of the two groups in Los Angeles prior to the recent TOA convention, a statement was issued terming the film industry's advertising as "sterile," "antiquated" and the worst in American business. posium on industry advertising the value of newspapers, particularly whether the cost of the newspapers.

Although the MPAA pub-ad group held its temper and decided to pursue a "statesmanlike attitude" in meeting the severe attack, members of the committee are inwardly burning at the remarks. They feel—and a number of members have supplied evidence to back up their contentions—that the very groups which so easily rapped the industry's advertising are the ones most responsible for the present-day conditions. It has been charged that producers and exhibitors have been the stumbling blocks which have prevented the introduction of new advertising ideas.

#### Too Many Smarties

The main problem, it's contended, is the presence of too many cooks. Everyone connected with the tended, is the presence of 100 majes cooks. Everyone connected with the industry, and especially producers and exhibitors, considers himself an untrained advertising expert. Since many of these exhibitors and producers have the power to suggest and demand, either through buying power ability or a favorable picture-making record, they enforce their opinions. Moreover, performers and directors, depending on the power of their Hollywood talent agencies and their own boxoffice value, also get into the act. Not to be forgotten, too, are many executives of the film companies, not excluding sales mangers and presidents, who also regard themselves as authorities in the advertising field.

The contention of the admen is

the advertising field.

The contention of the admen is that none of them would dare to tell an actor how to act, a director how to direct, a producer how to produce, an exhibitor how to exhibit, or a sales manager how to sell, but each of these individuals are always ready to instruct the advertising man how to advertise. By the time the adman has synthesized all the diverse suggestions and has had his ad campaign second-guessed ad infinitum, the result is often the hodgepodge the detractors say it is. detractors say it is.

#### Change Resisted?

Change Resisted?

One adman has contended that it is useless for those in his position to attempt a new idea because no matter what revolutionary suggestion he may come up with, the industry continues to follow basic concepts of advertising. These consist of action, violence and sex. Judging from the ads employed for a number of recent pictures, including a number regarded above the ordinary, an adman is safe if he follows the traditional tents. However, if he deviates and the picture fails at the boxoffice, he is the one that is forced to shoulder the responsibility, although the same entry might have flopped with a prosaic campaign.

For the most part, the film com-

with a prosaic campaign.

For the most part, the film company admen regard as ludicrous exhibitor efforts to downbeat the adcampaigns. If an exhibitor is asked for an opinion, said an adman, the only thing he can suggest is more violence, more action, and more sex.

sex.

No one seems to be quite sure just what will come out of the surgested symposium. Cynics believe that it will result in the usual amount of lengthy talk that has characterized other industry conclaves and that nothing concrete will come out of it.

However, there are indications that changes in the advertising approach are taking place. Just as Hollywood underwent a complete upheavel and the distribution setgupheavel and the distributions that changes are being altered and that new avenues of approach are being sought. The industry's agonizing screams of an American

averyone was apparently tired of seeing war films, there has been as to averyone was apparently tired of seeing war films, there has been as to sold films that show 'brutal soldiers, and Kempf explained that rise of interest—in the audience—in military stories again. Those which do not portray brutal killing, which on not portray brutal killing, which are not favorable to the constitution of all stimulary stories again. Those which do not portray brutal killing, which are not favorable to the constitution of all stimulary stories again. Those wince of interest—in the audience—in military stories again. Those which do not portray brutal killing, which are not favorable to the constitution of the seing war films, there has been as older Murphy's 'To Hell and Those of interest—in the audience—in military stories again. Those which do not portray brutal killing, which are not favorable to the Killing's sake.

'Our guide is judging films is whether a scene fits into the action of whether a scene fits into the action of whether a scene fits into the action of whether as easensation."

On the other hand, a realistic General, "Children, Mothers and Elicely to meet with the censors' are likely to meet with the censo

# Sunday Pix Due

Ottawa, Sept. 27.
Not only million-pop. Toronto, but 55,000-pop. industrial Brantford, Ont., less than 100 miles away will vote on Sunday films. Dec. 5. City Council OK'd referendum, 7-3, after Alderman John Castle said theatre managers would find it easier to schedult a five-day work week in a seven-lay than six-day period.

If approved, Sunday screenings would commence not before 1:30 p.m., with no feature starting later than 10 p.m. Lord's Day Act will have to be amended before a local bylaw can permit Sunday shows—allowed only in Quebec province so far. Ottawa, Sept. 27.

so far.

Sunday sports, though, are already legal under it—in afternoon only—subject to local approval, which will also be sought in a Dec. 5 referendum. That's election day in most Ontario cities.

### U Repacts Bartlett

Hollywood, Sept. 27.
Universal has handed Sy Bartlett a new contract to supplant his
old one, after studio execs saw
advance footage on his currentlyshooting production, "The 6th

### IMPARTIALY HANDLED

to the political parties of their choice. Each company is setting up its own machinery for the collections and the president of each will supervise.

Motion Picture Assn. of America said this week all contributions will be private and will go directly to the party designated.

Johnston discussed the program in New York yesterday (Tues.) with Sen. John F. Kennedy and is scheduled to talk about it later this week, also in Gotham, with Vice President Richard M. Nixon. Stated Johnston: "The effort is

nonpartisan. Everyone should conmatter what the amount, to assist the party he favors. In this way we underwrite the processes of freedom. Citizen-ship should require active par-ticipation from us all."

Johnston boasted that the film Industry has been first many times in serving the public interest and it again will be first in its voting record and financial support of the

are MPAA members.

Ad-pub committee of the Motion Picture Assn. of America, headed by Martin Davis, of Paramount, has been called upon to set up a special committee to prepare a campaign kit and otherwise devise means of advising all industry personnel about the political party contributions.

Alfred D. Geto, formerly associated the political party contributions.

All employes of the principal motion picture companies are being invited to contribute personal funds

Eric Johnston, president of the

parties.

This get-out-the-vote (and the money) pitch is being subscribed to by Allied Artists, Columbia, Metro, Paramount, 20th-Fox, United Artists, Universal, Walt Disney and Warners, all of whom are MPAA members.

old one, and advance footage on his currently shooting production. "The 6th Man," starring Tony Curis. Present pact is extended two years under new deal.

Bartlett will make "The Executioners" and "The Winged Horse," both to star Gregory Peck and made under their mutual Melville Productions banner, under the campaign.

### **No-Hands Ticket-Selling Machine**

Baltimore, Sept. 26.

A device to sell motion picture theatre admission tickets with vending machines has been developed by Universal General Register Corp., a division of Universal Controls. The machine, known, as Vendaticket, was unveiled at Universal Controls annual stockholders meeting here last week.

The machine, according to the company, makes possible the sale of theatre tickets without the presence of an operator. It's said to combine the functions of an electronic currency identifier, automatic ticket issuer, and an electro-mechanical change maker in one integrated mechanism.

### Sam Bronston in Manhattan Visit

King of Kings' Distrib Strategy Now Pends—'El Cid' May Go to Allied Artists

### A Pat for Gervasi

A Pat for Gervasi Frank Gervasi, who has reigned as Motion Picture Export Assn,'s director of Mediterranean area, to become
European operations veep of
Fairbanks Morsa, was praised
in farewell by MPEA prexy
Eric Johnston for service to
the film industry.
In wishing Gervasi well,
Johnston said exec had been
'particularly effective in negotiations resulting in present
Italian agreement."

### Columbia Peddles 21 Post-'55 Pix

Columbia has set for licensing to television a group of 21 foreign pictures made since 1955. These are films turned out by producers abroad with releasing rights held by Col.

by Col.

Jay H. Cipes, active the past few years in assembling and dubbing imported features for tv, has been named by Col as exclusive agent in unloading the 21. It's apparent that the package will be marketed independent of Col's Screen Gems tv division.

Oct. 12.

Initial wave of the area-by-area saturation penetration will blanket the Atlanta, Charlotte, Dallas, New Orleans, Miami, and Jacksonville areas. Area saturation bookings will follow in the midwest, west, New England and eastern sectors in November.

The picture, produced by the Mirisch Co in association with Yul Brynner's Alpha Productions, stars Brynner, Eli Wallach, Steve McQueen, and Horst Buchholz.

### L. A. to N. Y.

Edward Andrews
Irv Atkins
Victor Bergeron
Kirk Douglas
Hillard Elkins
Lou Frizzell
Art Gilmore
Earl Grant
Joan Harvey Joan Harvey
George Jessel
Martin Jurow
Charles Luftig
Gordon Mason
Danny Melnick
Alex North
Budd Rogers
David Rose David Hose
Fred Ruegg
Barbara Rush
Red Skelton
Eric Stacey
George Stevens Jr.
Monique Van Vooren

### Europe to U. S.

Rudolf Bing
Samuel Bronston
Robert Fenn
Derek Glynne
Billie Haller
Irving Haller
Harold Myers
Henry Sherek
Michael Wager

Samuel Bronston, producer of King of Kings," has arrived in New York following completion of principal photography of the Biblical epic at the Seville and Chamartin studios in Madrid. Some 23 added days of shooting were interjected by director Nicholas Ray in li with suggestions made by Metro's Sol Siegel during a visit Metro's Sol Siegel during a visit to Madrid in late August when the Bropstonies and the Metroites staged their final meeting of the minds. Richard Johnson, a Metro-newcomer. personality, was written into the script and added scenes for Hurd Hatfield (Pontius Pilate) and others included. Frank Thring, Pilate in. Ben-Hur, is Herod in Rey de Reyes."

Bronston on his present trip will be conferring with Merto concerning distribution and exploitation strategy. The contract finally lammered out between him and Metro by their respective attorneys runs to some 150 pages, believed one of the most detailed playoff deals ever negotiated. It gives Bronston unusual assurances that his experience with WB on "John Paul Jones" cannot happen at Metro.

### 'El Cid' Angles

parent that the package will be marketed independent of Col's Screen Gems tv division.

Re-Done From Japanese,
Magnificent Seven' Due
Into 1,000 Situations
"The Magnificent Seven," the United Artists' release based on the Japanese film. "The Seven in Samurai," is scheduled to open in some 1,000 situations throughout the south and southwest beginning Oct. 12.

Intid page 4 the Magnificent Seven in Some 1,000 situations throughout the south and southwest beginning Oct. 12.

Intid page 4 the Magnificent Seven in Some 1,000 situations throughout the South and southwest beginning Oct. 12.

Intid page 4 the Magnificent Seven in Some 1,000 situations throughout the South and Southwest beginning Oct. 12.

tioned.

"El Cid" has some off-norm angles in that the Spanish and Italian commitments pre-date the American deal. Theme is believed to make the picture peculiarly attractive to the Latin lands generally. That would extend to the several hundreds of situations in the U. S. itself which cater to Mexican, Puerto Rican, Filipino and other Espanol-oriented filmgoers.

Anthony Mann is to direct "El Cid" in the Seville-Cordo country, mostly on location, starting in late October.

George F. (Pete) Lewis, 41, one of Bronston's N. Y. attorneys died Tues. (27) morning at Lenox Hill Hospital. He came down ill after returning from Madrid earlier.

### U. S. to Europe

Ralph Bellamy Pat Bernstei James Cagney Al Daff Basil Langton Joseph E. Levine Lido de Paris No. 2 Show Joan Littlewood Moura Lympany
Bill Mark
Bill Morton
Marshall Schacker
Vincent Sherman
Plato Skouras
Nancy Wickwire

### N. Y. to L. A.

N. 1. to L.
Stanley Adams
Barney Balaban
James Clazell
Norman Corwin
Herman Finkelstein
George Hoffman
Mike Merrick
Otto Preminger
Paul Raibourn
George Welter George Weltner Victor Wray

### U.S. Films—Brutal, Not Sexy

### By HAZEL GUILD

Wiesbaden, Sept. 27.
"Brutality" is still the top com-laint that the West German Self-ensorship Board aims at United States films.

States films.

The censors still find that too much blood and guts are on the screens, while the Americans have not come up with the sexy scenes that have to be sliced out of other foreign films.

"We have very little trouble with sex scenes in American films. What does concern us much more is the sadistic brutality depicted in some movies," according to Hermann Kempf, an official of the Self-Censorship Board.

During the past five years Amer-

sorship Board.
During the past five years American film-makers have cut down on the violence somewhat, but there are still plenty of battle and

there are still plenty of battle and fight scenes that have to be cut, he said, with special emphasis on the gory westerns and war pictures that the U.S. movie-makers turn out.

The Germans are still anxious to avoid films that show brutal soldiers, and Kempf explained that Audie Murphy's "To Hell and Back" has been kept off the German screen because, "The film glorified militarism and portrayed false heroism. We are opposed to exaggerated heroics and killing for killing's sake.

GI machine-gunned in the stomach,

out German censors kept it in.
"We discussed taking that scene
out a long time but then decided
that it fit into the message of the
film. Besides there was no blood
visible," Kempf said.

The Germans have changed

The Germans have changed their censorship decisions over the last few years, and have just allowed in some films that were formerly banned for being too anti-German, Kemp said. For instance, "Stalag 17" and Mrs. Miniver," both war films slanted against the Germans, have recently come in

Too, the Germans have taken a Too, the Germans have taken a new tack in urging people to see documentaries concerning Nazi crimes during World War II. The Swedish documentary "Mein Kampf" is an example. "We want the children to see what actually happened under the Nazis. This is a phase that is not sufficiently discussed by parents and teachers," Kempf said.

While at the end of the war

and teachers," Kempf said.

While at the end of the war
everyone was apparently tired of
seeing war films, there has been a
rise of interest—in the audience—
in military stories again. Those
which do not portray brutal killing,
which are not favorable to the
National Socialists, which do not
glorify war, but which are realistic,
are likely to meet with the censors'
approval.

### EVERSHARPEN' TECHNICOLOR

### **Amusement Stock Quotations**

Week Ended Tues. (27)

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\* Week Ended Mon. (26).
† Ex-dividend.

(Courtesy of Merrill Lynch, Pierce, Fenner & Smith, Inc.)

### Subtitles Vs. Dub an Old Quarrel; Japanese Used 'Live' Translator

By WALT CHRISTIE

Honolulu, Sept. 27.
As far as Japanese films are con-cerned, the debate on subtitles vs. dubbing had its inception in Hawaii iany years ago.

nany years ago.

It was Noboru Furuya, now manager of the Nippon theatre here, who urged using English subtitles ith Japanese after the postwar inflow of imports started. He found so many younger moviegoers simply didn't understand, their parents' and grandparents' old-country language.

enis' and grandparents oid-country language.

And dubbing, at least in one sense of the word, dates back to silent screen years in Hawaii, when the Japanese fairs could listen to the liberal interpretations of a "benshi". man who stood along-side the screen and delivered running commentary.

He not only translated the titles

### Goldwyn Case Pends

San Francisco, Sept. 27.
Federal Judge George B.
Harris is holed up this week
reading and studying pertinent documents in Sam Goldwyn's multi-million-dollar antitrust suit against the major
producers and the Fox circuit.
Judge Harris, who inherited case after death of Federal
Judge Edward P. Murphy a
year ago December, said he
expected to be able to hand
down a decision in the latter
part of October. Suit was filed
in May, 1950.

but sang laughed, cried or coughed as the situation on screen demanded.

### 125,000 COMMON PLUS \$8 OPTION

Eversharp Inc. has moved in strongly in the management operations of Technicolor Inc. The latter's board approved a deal selling 125,000. shares of the company's a share. At the same time, an additional 50,000 shares were sold to Wall Streeter David Baird at the same price. Baird is well known in amusement industry circles, having been connected with a number of deals involving film companies. The \$1,400,000 proceeds from

of deals involving nim companies.

The \$1,400,000 proceeds from the sale of the stock will be utilized by Techni mainly, as working capital for the expansion of the company's consumer photographic products division.

At the same time, the board agreed to engage the services of Eversharp as management consultants for the consumer photodivision. For its services, agreement was made to grant Eversharp on option to purchase 250,000 additional Techni shares at \$8 a share. If Eversharp exercises it option, the company will have more than 350,000 of the 2,000,000 shares outstanding. Four officers or board members of Eversharp are already serving on the Techni board and are said to hold appreximately 115,000 shares.

Eversharp's options will be exercisable when improvements are made in the earnings of the consumer division, which is expected to show a loss of more than a \$1.000,000 for 1900 after depreciation and write-offs of pre-production expenses. Option to Eversharp becomes excersable in installments, the first on March 30, 1962, on 62,500 shares if the consumer division shows a net profit for 1961, an additional 62,500 if net profits before taxes that year reach \$600,000 or more.

Additional installments become excersisable in subsequent years—82,500 shares on March 1, 1963 if the consumer division earnings reach \$300,000; 62,5500 on March 1, 1964 if earnings reach \$900,000; 62,500 shares on March 1, 1965, if earnings reach \$1,250,000.

According to Techni prexy John R. Clark Jr., 'the option terms assure the maximum incentive to Eversharp to bring about a substantial improvement in earnings of the Technicolor consumer photographic products division."

The consumer division will continue to use the facilities and trade name of Technicolor. It's hear and products division.

but sang, laughed, cried or coughed as the situation on screen demanded.

Two of the early-day "benshi" are still active in show biz. Takeshi in the marketing of its services. Chikuma is manager of the Toyo thearre and Shiro Armiura is manager of the Kapahulu theatre.

trade name of Technicolor. It's been an open secret that Technings the secret that Tec

### Boston Joe Levine's 1962 Scheme: \$2,500,000 Pic Ballyhoo Campaign Then 1,500 Day-Date Openings

### 'Psycho' in Britain

Psycho' in Britain
London, Sept. 27.
"Psycho," which had its initial preem at the Plaza at the beginning of August, returns to Par's showcase for a second run, beginning Oct. 6.
The Hitcheock film, which has just completed its London general release, grossed over \$360,000 in 106 situations. It is currently on a record breeking spree in key provincial cities.

### **Magazines Most** Loyal Pal: Lipton

have cut back on national magazine advertising on the theory that zine advertising on the theory that the payoff is on the local level, Universal continues to remain the staunch advocate of the big-circu-lation national publications. On "Midnight Lace," for example, U is prepared to spend more money than it has in the past five years.

than it has in the past five years.

U's pub-ad veepee David A. Lipton is a firm believer of pre-selling in national media, particularly on the type of woman's appeal pictures that U has been making. Since five successive pictures have paid off for Universal—"Imitation of Life," "This Earth Is Mine," "Pillow Talk," "Operation Petticoat," and "Portrait in Black," all utilizing hefty national magazine space—it's only natural that the company should employ this approach again. In each case, U tail ors the ads to appeal to the readers of each particular publication. The main pitch, however, is aimed at women.

or each particular publication. The main pitch, however, is aimed at women.

"Everyone agrees," says Lipton, "that we are dealing with a selective market, and it stands to reason that people, in order to be selective, must know about a picture in advance of local adversing and be stimulated by an interest in the picture's content."

For "Midnight Lace," starring Doris Day and Rex Harrison, Universal is using 20 national magin in the U. S. and Canada, including Life. Look, McCall's, Good Housekeping, 12 fanbooks, and Star Weekly, McLean's and Liberty in Canada. The picture bows at the Radio City Music Hall in mid-Oc-Canada. The pleture bows at the Radio City Music Hall in mid-October and will be followed by openings throughout the country starting Nov. 2.

Joseph E. Levine, the Boston Barnum who has succeeded a num-ber of times in making the en-trenched film companies sit up and take notice, may rock the boat again if a scheme he's currently hatching materializes.

hatching materializes.

Having specialized in highly successful saturation bookings involving as many as 600 simultaneous dates utilizing as many prints, the Embassy Pictures topper is mulling an extension of this technique—a 1,500-theatre opening throughout the country on the same day. This step, of course, would involve the use of 1,500 prints, with the prints costing about \$600 each.

costing about \$600 each.

As planned by Levine, the target date would be backed by a 14-day bally drive that would cost \$2,500,000, with \$1,500,000 being earmarked for newspapers and magazines and \$1,000,000 for radio and television. The latter, Levine addeed, would include tv specials specifically beamed at the picture.

Guarantees

In order to preceed with such

Guarantees

In order to proceed with such a gigantic undertaking — which Levine says he has "on the boards" for 1962 — the Embassy chieftain said he would seek guarantees against the gross from exhibitors. For example, a theatre that normally grosses \$6,000 a week would be asked to put up \$3,000. Levine has explored the idea with a number of theatremen, but so far he has found the reaction mixed. Levine, of course, says he'll require the "right" picture—"a good color spectacle suitable for kids and adults." He believes that omce he's ready to show theatremen what he is prepared to do, he'll receive their support and the guarantees.

is prepared to do, he'll receive their support and the guarantees.

The Embassy prez conceives this mass nationwide saturation technique as an antitode to pay-tv if any coast-to-coast toll system would emerge. "This technique," he said, "could bring in as much money in one day as it is claimed that pay-tv can score. If it's successful, a producer would think twice before going on pay-tv. If he chooses pay-tv, the picture is dead after the first showing. By showing it first in theatres, tv remains a possibility."

### CLOSE TRANS-LUX 85TH PENDING FIRST-RUN

Trans-Lux 85th St. Theatres, latest addition to the east side firstrun houses, closed Sunday (25) to prepare for its reopening on. Oct. 12 with Stanley Kramer's "Inherit the Wind." Theatre will play the picture day-and-date with the Astor on Broadway.

The 16-day closing will provide the time to refurbish the house, including a new lobby and lounge.

### DOROTHY MALONE PETITIONS

DOROTHY MALONE PETITIONS
Los Angeles, Sept. 27.
Dorothy Malone has asked declaratory relief on an oral agreement assertedly entered into with Universal over her billing in "The Day of the Gun," in a suit filed in Superior Court. Actress charges studio agreed to giving her 100% billing with the male stars, Kirk Douglas and Rock Hudson, but was given only 75%.
She also asked an injunction to restrain studio from releasing film sans the agreed billing.

### 'Hur's' 2d \$1,000,000

London, Sept. 27.
"Ben-Hur," in its 41st week

"Ben-Hur." in its 41st week at the Empire, is now well on the way towards its second million dollar take. It topped the sterling equivalent of \$1,000,000 some months ago. Within the last month, the Metro opus was launched in Dublin and Birmingham, and last week (19) opened in Glasgow.

### Frustration Before No Excuse Now; Tell Ad-Pub Galaxy To Think-Think

The ad-pub directors of the major film companies, as organized under the umbrella of the Motion Picture Assn. of America, have been asked to "go to work." This means along the lines of collective endeavors in behalf of the entire industry. They said yes.

The bid was made by Martin Davis, Paramount ad-pub director, and chairman of the MPAA group. No mention was made, reportedly, about all previous ad-pub undertakings which sometimes saw exertion of effort but little actually accomplished with the exception of support of the Academy Awards shows on television.

No Memories, Please

Traition for several of the ad-pub with a few of the promotional fratering can be asked to lunch with a few of the promotional with a few of the promotional whizbangs.

Key matter now before the promotional fraterinty is that of the content of current motion pictures and advertising of same. This is facing. Some sort of mutual advantage will be sought for. This is to be a continuing, active thing. It's to replace, said Davis, the practice of industry individuals making privately-stated (for public consumption) raps at fourth estate the first of several the life of several for the motion pictures.

Seek Sympathy

Davis recommended, and this group in what would be an un-

Seek Sympathy

No Memories, Please
And there was no comment (at a closed meeting) about so many previous sessions where specific projects were bandled about with, again, little or no action taken or top echelon support assured. This has been a source of honest frus-

Paramount's man also sent out an invitation to the Screen Producers Guild and Theatre Owners of America to join with the MPAA group in what would be an unprecedented joint airing of views of picture advertising in general. It's on this subject, too, that the industry components have been far apart—and always lacking any kind of effort toward collective enterprise.

#### Ten Who Dared (COLOR)

Disappointing screen transla-Dhapponning screen transic-tion of the journal of Major John Wesley Powell. Easy, ap-pealing way to learn some fifth-grade American history, but dramatically second-grade. Not one of Disney's better b.o.

Hollywood, Sept. 23.

Buena Vista release of Walt Disney oduction. Stars Brian Keithon Bush of the Market Stars Brian Keithon Bush of the Market Stars Brian Keithon Bush of the Market Stars Brian Sheridan. The Market Stars Stars

iam Dunn Stranger Award Theatre biam Dunn Brian Keih or John Wesley Powell John Beal ter Powell James Druy mel Howland R. G. Armstrong rege Bradley Ben Johnson y Hawkins mner Hall David Stollery
Stan Jones
David Frankham
Pat Hogan
Ray Walker
Jack Bighead
Roy Barcroft
Down Little Sky

"Ten Who Dared" is lower case Disney, Worthwhile as it is from a purely academic standpoint, the picture is doubly disappointing in dramatic terms—a surprisingly un-distinguished attempt to illustrate the perils encountered by Major John Wesley Powell and nine boatmen in successfully navigating three small craft down the treacherous Colorado River for the first time in 1869—a feat recorded in Powell's journal, upon which the film is based. The promise of American history a la Disney will be a considerable drawing card, but youngsters may not find it exbut youngsters may not find it ex-citing and fast-moving enough for their tastes, and more mature pa-trons are likely to detect a number of serious, disturbing flaws and contrivances. The Buena Vista release is no boxoffice shoo-in.

Judging from the conflicts de pected — principally personality clashes among the men, with man vs. nature decidedly secondary—the journal seems to be a rather lacklustre piece of literature.

lacklustre piece of literature.

Perhaps in an effort to spike the material with all the emotional sparks he could muster, Lawrence Edward Watkins has burdened his adaptation with a number of artificially theatrical elaborations. A major character clash between a deranged ex-Union Army man and an ex-Confederate is resolved in unrealistically sudden and highly cornball fashion when the two join cornball fashion when the two join a folksy duet of a rebel so st after engaging in mortal co

A sequence or two involving a canine member of the party are contrived and predictable. There is a tendency to mislead the spectator near the end when three members of the expedition decide to finish the journey by land and seem to be successful until a narrative tag informs the audience that eventually they perished (offsereen). In fact, save for one offsereen). In fact, save for one sequence or two involving a screen). In fact, save for one or two rugged fistfights, a conscious effort to avoid any violence or two rugged fistfights, a conscious effort to avoid any violence or shock appears to have been made, as if prompted by recent public uproar over such things. Such avoidance is fine up to a point—the point where steering clear of physical turmoil results in a sort of fishy-washy negative approach.

of fishy-washy negative approach.
Difficult as the production
undertaking looks to have been,
the pictorial aspect fails to compensate for other shortcomings.
Actually, the journey is rather unexciting even in the photographic
sense. Art directors Carroll Clark
and Hilyard Brown obviously have
chosen some remarkably picturesque locales in Grand Canyon
ahd Arches National Monument, Arches National Monument. and Arches National Monument, but the scenery generally comes up a boring brown on the film—a color monotony that cameraman Gordon Avil can do nothing to avoid. In filming the action sequences, notably over the river quences, notably over the river rapids, he has, however, done a splendid job. And editors Norman Palmer and Cotton Warburton have knit together the fruits of these painstaking photographic labors with great skill. Oliver Wallace's score accompanies the party down the river with some fine, sweening strains. quences, notably rapids, he has,

figure as an astrologically-guided plainsman fond of teasing rattlesnakes John Beal is firm as the one-armed Major Powell, although the character itself astonishingly does not come into sharp focus.

James Drury is quietly forceful as Powell's brother, the veteran of imprisonment in Andersonville whose venom so remarkably vanwhose venom so remarkably vanishes. The seven others, all of whom perform admirably, although the characters they play are generally underdeveloped, are R. G. Armstrong, Ben Johnson, L. Q. Jones, Dan Sheridan, David Stollery, Stan Jones and David Frankham. Additional support is fashioned ably by Pat Hogan, Roy Barcroft, Dawn Little Sky, Ray. Walker and Jack Bighead. Although he is no doubt at least partially responsible for the rewarding tenor of the performances and the energetic nature of the production effort (along with associate producer James Algar in the case outcon error taining with associate producer James Algar in the case of the latter), director William Beaudine appears to have failed to sense and delete or sidestep some of the corny and/or hammy aspects inherent in the script.

Tube,

### Un Guapo Del 900 (A Bravo of the 1900's) (ARGENTINE)

(ARGENTINE)
Buenos Aires, Sept. 13.
Angel release of Neltor Caffet protein.
Lord by Leopoldo Torre
lisson and Samuel Eichelbaum, from
the sadpatton by both of Eichelbaum, is of the same name. Features Afturo
arcia Buhr, Alfredo Alcon, Lidia Lamaion, Dullio Marzio and Elida Gay Palmer.
The common and Elida Gay Palmer.
The common and th oni; editor, Jorge Garate. Preem benefit for the Anti-Polio Assn., ran Rex, Gaumont and 8 neighbo theatres. Running time, 84 MINS.

This is another evocation of the Buenos Aires of 60 years ago, when national characteristics were more defined. The charm of that era is over exploited in parts, with self - conscious reproduction of street cries and local color.

Samuel Eichelbaum's play, first staged several decades ago, has mis-placed, unquestioning, instinctive, loyalty as its theme. The picture is standout and a top grosser main-ity because of the forceful acting of Alfred Alcon as Ecumenico Lo-pez, the "bravo." He conveys all the courage, sense of honor and queer chivairy, despite his savage-ry, which were characteristic of the Gaucho. staged several decades ago, has mis-

Lidia Lamaison, too stagily made up, but steeped in her part, plays "Natividad" the Bravo's staunch old Mother, a character almost out of Shakespeare. Arturo Garcia Buhr, as a political boss is more contribute up the contribute of the contribu convincing, while Duilio Marzio and Elida Gay Palmer, as erring lovers, do what they can in stiltedly unreal roles.

This was an Argentine entry at Santa Margarita de Ligure, winning the best direction prize. It was also a successful entry at the Argentine Rio Hondo Festival, where it won a number of awards. It has distinct possibilities for other markets.

### Les Vieux de la Vieille (The Old Chaps) (FRENCH)

Paris, Sept. Cinedia: release of Cite-Cinetel-Fides Film production, Stars Jean Gabin Fierre Fresmay, Nock-Noel; features Mona Goya, Yvette Elievant, Yame Barry, Di rected by Gilbes Grangier. Screenplay Ferche December 1988, Michel Audiard, Grangier fiene Fallet, Michel Audiard, Grangier fiene from the movey by Fallett, camera, Louis Page; editor, Paul Cavatte. Paris. Running time, 90 MINS.

Jean-Marie Baptiste Blaise Catherine Jean Gabin
ierre Fresnay
Noel-Noel Mona vette Eti Tane

Three top French film character Three top French film character actors have a romp in this episodic tale of a trio of disgruntled, irascible old men who decide to leave their village and go into an old folks' home. However, they cause so much trouble that they have to be sent back. Full of overacting and slightly sketchy, this looms mainly as a local item.

Jean Gabin and Pierre Fresnay overdo their characters while Noel-

Jean Gabin and Pierre Fresnay overdo their characters while Noel-Noel manages to get some wry wit and timing into his. Film is a series of set scenes in which each oldster has his bit to do. They play little tricks on People, gripe about the new generation and are a generally senile lot who do raise some laughs under Gilles Grangler's easy, sympahtetic direction.

Technical credits are par This

#### Freckles (C-SCOPE-COLOR)

Amiable, mildly entertaining adaptation of old Gene Stratton-Porter novel, designed strictly for the juve trade.

20th Fox release of API production tharry Spaulding). Stars Martin West Carol Christensen; with Jack Lambert Steven Peck, Roy Barcroft, Lorna Thayer Ken Curtis, John Eddrige, Directed by Andrew V. McLaglen; acreenplay, Harry Spaulding, based on Jean Stratton-Portenovel; camera De Luxe Colori, Floy Henry Vare, Bautanne, Camera Chempt Camera Camera Chempt Chempt Cam 

Martin West
Carol Christensen
Jack Lambert
Sieven Peck
Roy Barcroft
Lorna Thayer Duncan Jack Barbeau McLean an Cooper Miss Cooper Wessner .. Mr. Cooper ... Ken Curtis

Not for the first time Hollywood visits the Gene Stratton-Porter Limberlost country (Indiana) in CinemaScope and DeLuxe color, and the territory, well covered in previous "Freckles" films, again proves an especially photogenic locale for an amiable, mildly diverting drama designed strictly for the juve trade. Film also is an answer to those industry critics who think Hollywood has abandoned the family audience to tv. Picture is okay for the Saturday-Sunday, matinee crowds, but will find pretty slim pickings elsewhere.

Produced by Harry Spalding and Not for the first time Hollywood

ty slim pickings elsewhere.

Produced by Harry Spalding and directed by Andrew V. McLaglen, this "Freckles" has, in addition to its production values, they benefit of a couple of new young faces who add a measure of freshness to film: Martin West, in the title role, and pretty Carol Christensen as the girl he woos and wins amidst only the slightest of complications. It's this lack of any real com-

It's this lack of any real com-plications, and thus excitement, which dogs Harry Spalding's screenplay and may even result in some kiddie patrons becoming a mite restless. Story tells of an earnmite restless. Story tells of an earnest, 20-year-old orphan, West, who
had lost one hand as a child, and
how he finds a home for himself
in the Limberlost country. Kid is
hired by Roy. Barcroft, rough, Individualistic owner of a logging
company to guard a 2,000-acre
timber I ease against lumber
thieves.

Principal villian is a Frenchaccented lumber man, Steven Peck, who challenges Barcroft's right to the timber and continues right to the timber and continues to take what he wants out of the Limberlost, trying at the same time, to keep the young hero of the fray. There is, however, a showdown in which West is forced to shoot it out with Peck and thus, it's indicated, becomes a man.

Though film generates very life.

Though film generates very Though film generates very lit-tle suspense, there is a kind of ap-pealing naivete about it, particu-larly in the depiction of a villian who is, down deep, a good and noble soul. Under McLaglen's di-rection this simplicity is reflected in the performances which are wholesome and attractive but which don't give much indication of what the actors may be capable. Best things in the film are the vis-tas of rolling, rocky timberlands. tas of rolling, rocky timberlands, caught so beautifully by Floyd Crosby's CinemaScope - DeLuxe color camerawork.

Anby.

### Key Witness (C'SCOPE)

Fast-moving, suspenseful crime meller with attractive young cast. Very exploitable, except in Dixie because of racial point.

Hollywood. Sept. 22.

Metro release of a Kathryn Hereford and Pandro S. Berman (Avon) Production. Features Jeffrey Hunter, Pat Crowley. Dennis Hopper, Joby Bater, Susan Harrison. John Strike, Pat Harrison. Holly Strike, Pat Harrison. Sorten Bruce. Gordon. Terry Burnham. Dennis Holmes. Directed by Phil Karlson. Screenplay by Alfred Brener and Sidney. Michaels. hased on novel by Frank Kane: camera (CinemaScone). Harold E. Wellman: editor, Ferris Webster. George W. Davis. Malcolm Brownsound. Franklin Millon. assistant director, Donald C. Klune. Previewed at the studio. Sept. 60. Running time, 11 MINS. Hollywood, Sept. 22

MINS.

Fred Morrow Jeffrey Hunter
Ann Morrow Pat Crowley
"Cowboy" Dennis Hopper
"Muggles" Joby Baker
Ruby Susan Harrison
"Apple" Johnny Nash
Maggicin" Corey Allen
Det Rafaey Torno Frans Silvera
Arthur Robbins Bruce Gordon

have knit together the fruits of these painstaking photographic labors with great skill. Oliver Wallace's score accompanies the party down the river with some fine, sweeping strains.

The acting is excellent. Brian Keith steals the picture, emerging a wonderfully robust and comic laborated with the second of the second of

hlurred tention. Except for a racial tolerance bit, it's a racial tolerance bit, it's a gem.
Story is the familiar yarn about
gang pressure on a solid citizen
who is the key witness to a murder, the terrorizing of his family It's liberally laced with dope, motorcycles, sports cars, switch blades and the like.

But scripters Alfred Brenner and Sidney Michaels have lined out soms characters and dialog which some characters and dialog which the fine young cast, under Karl-son's stimulation, make shockingly effective.

Jeffrey Hunter and Pat Crowley, a handsome pair, convincingly portray a well-heeled, suburbanite couple with two children. Hunter, as a realtor, stops in an L.A. slum district tavern to telephone and sees four young hoodlums surround and knife a boy. Naturally, he calls police then discovers that, of all the witnesses to the crime, he's the only one who'll talk. (Hunter is due for future fame in Jesus Jeffrey Hunter and Pat Crowley ter is due for future fame in Jesus Christ role "King of Kings," completed in Spain.—Ed.).

completed in Spain.—Ed.).

Dennis Hopper is a chilling menace as the passionately vengeful young killer and Susan Harrison, as his girl, gives an absorbing study in exceeding far-outness—a stunning performance. Johnny Nash limns a believable, sensitive young tough and Joby Baker scores with a frightening mixture of beguiling hipness and mindless malice as a dope addict. Corey. Allen gives solid support as fifth member of the youth gang.

Script doesn't attempt to ex-

Script doesn't attempt to explain motivations of individual members of the gang, but the very mystery this leaves in viewers' minds adds to the sense of terror minds adds to the sense of terrorunrestrained by any recognizable
values and hyped on dope, the gang
could do anything. And they slug
a cop to get the witness' address,
bully the realtor with their car,
rough up his wife, attempt to kidnap, his son, etc. Karlson keeps it
moving so fast that there's no time
to wonder at small lapses in plot
logic (why, at some points, people
don't scream or call the police etc.).
Only important flaw is an un-

don't scream or call the police etc.).
Only important flaw is an unecessary scene in which references are made to Nash's race. Negro. It's been established earlier that the Negro's the only decent one in the gang, so adding the realtor's racial prejudices into the conflict then promptly resolving them—all in a few final minutes—is dramatically unsound. It barely mars the windup, however. Frank-Silvera, as a hardened detective, is among the supporting actors who add importantly to the film's tone—Harold E. Wellman's Cinema-Scope photography is one of the film's major assets, especially in the exciting chase sequences, and Charles Wolcott's latter-day rock music score is an important plus

music score is an important plus. Technical quality is consistently, high and often superior, there was a fine unit on this one. Glen.

## Meine Ntenscht nicht (My Niece Doesn't Do That) (AUSTRIAN) Vienna, Sept. 17.

(AUSTRIAN)
Vienna, Sept. 17.
Sascha Film release of Herbert Gruber production. Stars Comp. Froboess: features. Fred Bertelmann and Peter Weck: in cast. Margit Nuenke. Walter Gross, Rex Gildo. Gerti Gordon. Jack. Finev. Elisabeth Stepl. C. W. Fernbach. Raod Retter. Jubua Welltsch. Directed by F. J. Gottlieb. Screenplay by Janne Furch. Marie Osten-Sacken. Theo Mr. Wermer. Camera. Sepp. Retterer. settings. Fritzanera. Sepp. Retterer. i: music. Charly Niesser ess. At Flieger Kino. Vi Sept. 2, '60. Running time

Amusing comedy with good b.o. potential for the German language market. where Conny Froboess is a surefire draw.

Story concerns inside doings of a disk company, operated by ex-singer Fred Bertelmann. His niece Singer Fred Dertelmann, his meet Conny disguises in a contest. Wins of course. Peter Weck is put on love and all ends well. Meanwhile there are many amusing scenes mostly thanks to the actress as her opposites, Bertelmann and Wock, fail to impress, Bertelmann also a recording artist cannot act. Opera star Luba Welitsch was also miscast

Charly Niessen and Gerhard Fro-boess contributed eight songs, all of them routine. "Jamaica" is perhaps best.

haps best.

Considering the forced casting the direction of F. J. Gottlieb is efficient at taking advantages of the implicit humor, but lacks invention. Pic is neatly photographed by Sann Katteren.

### Santa Claus (COLORSCOPE)

Okay Christmas entry for the moppet trade.

K. Gordon Murray presentation of W ter Calderon production. Stars Jose Elias Moreno. Directed by Rene Cardon Narration by Ken Smith. Eastman Col-Plimed at Churubuso. Mexico, Music director, Anthony Diaz Conde. Preview in N. Y., 1991. 23, '90, Running time,'

Appropriately - titled Appropriately littled Santa Claus" emerges as a fair entry for the Juvenile trade during the Christmas season. The Mexican-made film, narrated and dubbed into English, is somewhat overlong. at 94 minutes and contains a num-ber of dull stretches, but it is not without appeal for St. Nick-believing youngsters.

ing youngsters.

Here is the traditional Yuletide gentleman with white beard, red ensemble, hearty laugh, twinkling eyes, and love for children. The Eastman color entry opens in far off space where Santa maintains his home and toy factory. Aided by youngsters of all nationalities, cluding Chinese Russlan, Santa i busy putting the finishing touches to the gifts he is prepared to distribute. The youngsters of many nations are extremely appealing. Each group is dressed in native costumes and sings the songs of Each group is dressed in native costumes and sings the songs of each country. Santa's factory is well equipped with modern gadgets, including an earscope, tele-talker, cosmic telescope, master eye, and dreamscope. And Santa has the help of Marlin the magician who provides him with powders to keep children asleep, a golden key that opens everything, and a flower that makes him invisible.

Santa's mission to earth is frustrated by a disciple from Hades, garbed in a bright red devil's outfit. The devil's representative is charged with the task of luring children into mischief. A poor little girl is tempted to steal a doll. There how are rerusted to Three boys are persuaded to harrass St. Nick. But Santa finally outwits the devil's advocate—provides love for a poor little rich boy and a doll for the poor little poor litt girl.

visible

The story is somewhat rambling and repetitious and might have been more effective if the footage had been cut. Nevertheless, chil-dren more attimed to the leisurely pace of fairy tales than to westerns and private eyes might find it diverting. It's mainly for the moppet

trade.

Joseph Elias Moreno gives a good performance as Santa Claus. The dubbing job is acceptable for the film and some of the voices employed are especially fine. Technical aspects are first-rate. The film is the winner of the Golden Gate Award for the best family film at the 1959 San Francisco International Film Festival.

### Et Mourir de Plaisir (And Die of Pleasure) (FRENCH-ITALIAN-

Paramount release of EGE-Document Films production. Stars Mel Ferrer. An external release of EGE-Document Films production. Stars Mel Ferrer. An external release Martinelli, feature to the star of t nicolor), Claude Renoir; edi-lercanton, At Colisee, Pari 87 MINS:

Running time, by mins:

Leopoldo Mel Ferrer
Carmilla Annette Vadim
Georgia Elsa Martinelli
Judge Marc Allegret
Guiseppe Serge Marquand

Paramount has an arty, elegant vampire tale in this French-Itale film of Roger Vadim it has picked up for world release. Though pic has reportedly been pushed back on the Paramount U.S. calendar, local company reps claim it was because of too much product and had nothing to do with censor and code worries on some lesbian hints in it.

in it.

Not very scary, this is primarily an art entry with general chances mainly lower case. But there is a plus aspect in its fine color lensing. Vadim, who made the Brigitte Bardot starrer, "And God Created Woman," takes the usual vampire-legends and bring them up to date with a psychological explanation, However, he coyly intimates that they are probably so.

The descendants of a famed Germanic family, who are cousins, live in the old ancestral home. The man is to marry, but his cousin is in.

the implicit humor, but lacks invention. Pic is neatly photographed
by Sepp Ketterer.

For an inexpensive film, settings
and technical credits are okay.

Maas.

In the out ancestral nome. The man
is to marry, but his cousin is in
love with him. A doctor talks of
the myths of vampirism connected
with the family, and at a party the
girl stumbles on the grave of the
(Continued on page 26)

THE BIGGEST NEWS IN OUR INDUSTRY TODAY
PARAMOUNT OF THE BIGGEST NEWS IN OUR INDUSTRY TODAY

PARAMOUNT OF THE BIGGEST NEWS IN OUR INDUSTRY TODAY

OF THE BIGGEST NEWS IN OUR INDUSTRY TO THE BIGGEST NEWS IN OUR INDUSTRY TO THE BIGGEST NEWS IN OUR INDUSTRY TO THE BIGGEST NEWS IN OUR IND

race Berber

PSYCHO STARTED IN ONAPLES

THE

-and getting hotter [1]

# for the rest of

A RAY STARK production

THE WORLD OF SUZIE WONG

WILLIAM HOLDEN

NANCY KWAN

In TECHNICOLOR®

A DINO DE LAURENTIIS

Under Ten Flags

VAN HEFLIN
CHARLES LAUGHTON
MYLENE DEMONGEOT

A HAL WALLIS production

G\*I\* BLUES

ELVIS PRESLEY
JULIET PROWSE

A PERLBERG-SEATON production

The Counterfeit Traitor

WILLIAM HOLDEN

And

LILLI PALMER

In TECHNICOLOR®

PONTI-GIROSI's production

A BREATH of SCANDAL

SOPHIA LOREN MAURICE CHEVALIER

JOHN GAVIN

## and getting '60 and for '61!

**A JERRY LEWIS** production

## CINDERFELLA

JERRY LEWIS **ED WYNN** 

ANNA MARIA **ALBERGHETTI** 

in TECHNICOLOR®

A PENNEBAKER production

## DNE-EYED ACKS

MARLON BRANDO

KARL MALDEN

in TECHNICOLOR® VISTAVISION®

A MALENO MALENOTTI production

### HE SAVAGE INNOCENTS

ANTHONY QUINN and YOKO TANI

> in TECHNICOLOR® TECHNIRAMA®

A HAL WALLIS

## All In A Night's Work

**DEAN MARTIN** 

SHIRLEY MACLAINE

in TECHNICOLOR®

A PERLBERG-SEATON production

## the Pleasure of his company

FRED ASTAIRE **DEBBIE REYNOLDS** LILLI PALMER and TAB HUNTER TECHNICOLOR®

## AND TIN PRODUCTION!

A JUROW-SHEPHERD

Breakfast at Tiffany's

AUDREY HEPBURN

GEORGE PEPPARD

TECHNICOLOR®

A HAL WALLIS

summer and smoke

LAURENCE HARVEY
GERALDINE PAGE

PANAVISION®

A HOWARD HAWKS

HATARI

starring

JOHN WAYNE

A SHAVELSON-ROSE production

ON THE

DANNY KAYE

in TECHNICOLOR®
PANAVISION®

A JERRY LEWIS

LADIES' MAN

JERRY LEWIS
HELEN TRAUBEL

A STEVE PARKER

My Geisha

HIRLEY MACLAINE

ALL FROM PARAMOUNT!!!

## ONWARD & UPWARD WITH TISCH

## Jack Warner's Ideal Marriage Of Telepix, Theatrical Production

Jack L. Warner has flatly spelled out what some heads of major film studios which also make vidpix have been acknocledgin; privately, setting an industry milestone with the oral statement:

"The prelod of pioneering and uneary adjustment is ended. Television today is an equal partner within the m ti n picture industr."

ti n picture industr."

But Warner Bros, studio chief is still very high on theatrical films' future. Having recently returned from a long trek to Europe, he observes: "At home and abroad there is increased enthusiasm for films. Not only are motion pictures drawing larger audiences but they are the subject of greater interest and more discussion."

Productions like "The Nun's Story" and "Ben-Hur" do far more the earn millions of dollars, he points out. "They make millions of friends for film entertainment. It is pictures of this quality which stimulate the picture-going habit."

The Warner Bros.' prexy further

The Warner Bros.' prexy further sees the rise of telefilmaking by alors a great factor toward encouraging the film biz generally. While he did not specifically so state, it is obvious Warner, sees, the closely meshed production of (Continued on page 79)

#### Theatreman Goldenson's Heartthrob Is Video:

Third Quarter Perky

American Broadcasting-Para-mount Theatres earnings in the third quarter (July-September) likely will be well ahead of the

#### B'WAY-CAP, DETROIT, **COING TO HARD TIX**

Detroit, Sept. 27.
United Detroit Theatres, top chain in the Detroit area, will removate the Fr adway-Capitol Theatre and convert if into a deluxe roadshow house to be renamed the Grand Circuis Theatre. This is the second water the chain, this Earlier it removed.

second rajor first-run theatre remodied by the chain this Earlier it renovated the Madison Theatre to prepare for the road-slow opening of "Can Can."

In disclosing the Broadway. Ci ido plans [Woodrow R. Praught, prexy of UDT, an AB-PT affiliate, stated that the project is an expression of his company's "boundless confidence in the future of our industry, as it involves attractions of top quality presented in desirable facilities, commensurate with the public's demand for modern comfort and pleasant surroundings."

some is making in Europe.

Seating capacity of the theatre which now exceeds 3,200, will be creduced; about 1,600, with every seat in the new plan offering a desirable point of vanatage in relation to the giant screen, Praught said. He said 70mm equipment would be installed. Completion of the project is set for the start of the new year. "This move has been under study for some time."

Praught said, "as we have watched development of the roadshow end for ain additional development of the roadshow end for business, and as it has become apparent that there is growen of our business, and as it has become apparent that there is growen in the construction of good, but not elaborate, four-walled the at respectively. The said centers of distribution must be developed in Africa itself—London and Paris being the main sources of supply now.

Although television is big developed in Nigeria is doing well and if ty once gets going elseing demand for ain additional development-type film testers have never get off the ground. The East Coast of Africa, John-

#### 18 Weeks in Ft. Wayne

Fort Wayne, Ind., Sept. 27. Metro's "Ben-Hur" ended an t-week stay at the Clyde Metro's Ben-Hur's ended an 18-week stay at the Clyde Theatte. Fort Wayne, Ind., breaking all former long-run records in that city. The previous long-run record was held by. "Around the World in 80 Page."

Several films, first of which "The Moon Is Blue," have run for 10 weeks in this city.

## Marcus Plan, If There's No Marcus

so-called Marcus Plan, whereby exhibitors in a given area joi. with the distributors in a joint promotional effort, is no different than an ordinary saturation booking. That is, unless there's a Ben Marcus to go with it.

Ben Marcus to go with it.

This was the conclusion reached by film company red-pub officials who met under the aegis of the Motion Picture Assn. in New York Last week Marcus is the Milwaukee circuit operator who initiated the joint operation last year and who met with success largely because of his own personal supervision of the test. Said one ad-pub director: "Without a Marcus there can be no Marcus Plan."

It was brought out at the meet-

It was brought out at the meeting also that theatremen in Pittsburgh, who are supposed to follow the Marcus pattern with "Jungle Cat" next month, turned down several film companies which had of fered one or more films for the co-op marketing.

Analysts this week. This will continue the trand shown to date this year, he said.

He reported that television activities of the corporation are mainly responsible and continued growth of the American Broadcasting web can be expected. He added that with an unleaf movement of the econ my and a continuation of ABC's advances, the natwork Continued on page 7B)

BYWAY CAP d be encouraged. He added it do be advisable to establish a fit addition of standards concerning the distribs in terms of support give regional promotion.

Tensive campaign being plotted by description and standard concerning the prosent will be "red carpet" pressite in 35 to 38 cifes for the press, exhibitors and tap's in each area.

### National Boxoffice Survey

Biz Spotty; 'Ben-Hur' Champ, 'Psycho' 2d, 'Ocean' 3d, 'Love' 4th, 'High Time' 5th, 'Can-Can' 6th

Spottiness marks the nation's boxoffice complexion this week. Where strong product is available, as in Detroit, the wickets are humming. On the other hand a product shortage in Los Angeles is resulting in dull biz. Some keys report improved takes with the advent of cooler fall weather. But for the finost part the top grossers remain the extended run pix which have proved their worth.

Winner of the b.o. sweepstakes again is "Ben-Hur" (M-G). The blockbusting spectacle continues its patron pull even as it goes beyond 44 weeks in some sites. Following considerably behind in second place is "Psycho" (Par), another marathon Iongrunner, "Ocean's 11" (WB) is third, same as last week.

"Let's Make Love" (20th) is take.

"Ocean's 11" (WB) is third, same as last week.
"Let's Make Love" (20th) is taking fourth position, unchanged from last week. "High Time," also from 20th, has spurted up to nab fifth. The Bing Crosby starrer's performance has varied from fair to sock, but its overall total in keys covered by Variery has been relatively substantial.
"Can-Can" (20th) is winding up strively substantial.
"Can-Can" (20th) is winding up strively may be a last week. "All the Young Men" (Col) fifth last frame has tapered off to seventh. "It Started in Naples" (Par) is eighth

(Complete Boxoffice Reports on Pages 14-15).

#### TO TROUPE NANCY, KWAN

Par Plans Swing of Sticks For Stark's Heroine

Paramount is in process of lining Paramount is in process of lining up tour of about 25 cities for Nancy Kwan to bally-high "World of Suzie Wong," in which she stars. Producer Ray Stark also may do some promotional roadwork, under present in the process of the proc present plans.

It's for certain that Miss Kwan will hit the sticks, calling on the press and radio-television stations, although her specific itinerary is unset. This is to be part of an ex-tensive campaign being plotted by

#### VAL DAVIES SUCCEEDS KAHANE AT ACADEMY

Hollywood, Sept. 27,
Valentine Davies, first veep of
Academy of Motion Pictures Arts
Sciences, steps up to presidency,
succeeding the late Ben Kahane
who died at 68 on Sept. 18. Wendell Corey, 2d vp, replaces Davies,
under Academy bylaws, with Board
of Governors to elect his successor.

of Governors to elect his successor.

Davies takes over top spot of industry organization via a bylaw section which stipulates: "In the absence or disability of the president, the first vice-president shall take his place and perform his duties, succeeded by the second vice-president."

This marks the first time that this clause has been exercised, due to unprecedented succession of officers.

while "Hell to Eternity" (AA) is finishing ninth. Latter is unchanged from last week. "Crowded Sky," (WB), eighth last round, is 10th. Rounding out the Top 12 are 'House of Usher' (A1) and "All the Fine Young Cannibals" (M-G). Runner-up pix comprise "Elmer Gantry" (UA), "The Time Machine" (M-G) and "Carry on Nurse" (Govi. "Strangers When We Meet" (Col), "From the Terrace" (20th), all long on the list, are garnering smaller takes at the end of extended runs.

Among the promising newcom-

ever, that there was a signi increase in theatre business. So the stairs? (WBI, which is firm in its bow at New York's Radio City Music Hall, and "Song Without End" (Col), smash in Washington. "Sword and the Dragon" (Valiant) is sharp in Denver.
"Night Fighters" (UA), slow in Providence and Philly, is dull in Frisco and mild in Minneapolis. "Sex Kittens Go to College" (AA) is pleasing in Cincinnati.
"Fast and Sexy" (Col), is thin in Los Angeles, but fast in Boston. "Breakout" (Cont) is fair in Baltimore. he made it clear that the company is in the theatre business "to s.av."
"We may sell a theatre or convert one into a hotel here and there," he declared, "but actually we are in the market to buy or lease new theatres." He pointed out that the company was near closing deris for property on the east side to build two new theatres to replace the Loew's Lexington and the Loew's Lexington and the Loew's 72d St., which are being razed for a hotel and a luxury apartment house respectively. One of theatres would be in the area of the £.50's to replace the Lexington and the other in the £.70's.

Favor 680-Seaters
The theatres, according to Tisch, would be 600-seaters, with one part of an office building structure. He said he expected that one of the houses would be ready for operation within 18 months. In addition, the Loew's chieftain indicated, that the company was surveying sites throughout the country and had a

tion within nine months; the other within 18 months. In addition, the Loew's chieftain indicated that the company was surveying site s throughout the country and had a real estate man "on the road" studying the possibilities in various territories. He noted that the company was particularly interested in sites at new shopping centers.

Meanwhile, Loew's is continuing its diversification program in the hotel and motel field. In addition to the Americana of New York and the Americana East, two hote's planned for c on struction in Gotham at a combined cost of \$75, 200,000, the company will also erect two motor hotels on 8 h Avenue. The site of the old Loew's Columbia Theatre in Washington will also be improved with a motor hotels and Tisch envisions the possibility of a chain of Loew's motels, Also on the planning board, according to Tisch, ar hotels in two midwest cities to replace Loew's downtown theatres.

Eye on Air Media

Tisch revealed that Loew's was also interested in diversification in other fields, including the acquisition of radio and television stations, but he stressed that the acquisition of radio and television stations, but he stressed that the prices being demanded for acquisitions were so high in today's market that the company, at the morent, considered it more feasible to develop its own diversification activities.

The Loew's topper said the fire the processed of the various projects.

ment, considered it more feasible to develop its own diversification activities.

The Loew's topper said the financing of the various projects provided no problem. All the hotels, he said, would be completely financed with mortgage money from insurance companies, pension funds, and other sources.

Tisch indicated that there was mothing definite" about Loew's entering the production field. Loew's desire to enter the filmmaking field was revealed last week at the Theatre Owners of America convention by Maurice Silverman of the anti-trust division of the Dept, of Justice who reported that Loew's had asked his department for permission to do so He indicated that some method might be found to give Loew's the greenlight.

"We don't want to go into production just to produce pictures," (Continued on page 26)

## **ENCLOSED AND AIRCONDITIONED FILM** HOUSES AFRICA'S BIG NEED—JOHNSTON

By JAY LEWIS

Washington, Sept. 27:
The West Coast of Africa, with its vast natural resources and huge population, offers a "stupendous opportunity" for development of a new American film market, according to Motion Picture Assn. chief Eric Johnston.

Johnston, just back from a 30,000-mile, five-week tour across the virgin b.o. potential in the fast-growing nations along its Western shores. He said he will prepare recommendations within a week to U.S. film exees outlining a program of action for the area. Development of the new market, he said, is all the more important because of the rapid inroads television is making in Europe.

Theatres Shabby

ston said, has some good theatres, ston said, has some good theatres, particularly the chain owned by 20th Century-Fox, but the undeveloped natural riches — and therefore the prospects for booming economies and burgeoning populations—are in the West Coast nations. He mentioned Guinea, the Cameroons, Ghana, Nigeria, the Ivory Coast, the French and Belgian Congos, among others.

Africans Love Medium

#### Africans Love Medium

Johnston was impressed with the enthusiasm of the Africans for films. He said he saw queues form-ing at 6 p.m. for 9 p.m. shows, and one chain operating in Senegal, French Soudan and Guinea, with a total populace of about 11,000.000, racked up a \$15,000,000 gross last

In support of his belief that b.o. could be "infinitely larger," Johnston said that the city of Ibadan in Nigeria with a population of about 1,000,000 had only four theatters. all open are

about 1,000,000 had only four theatres—all open-air.

Construction of enclosed theatres, would be a big boon to exhibitors in that it would enable up to four showings daily. The open-air theatres typically are comprised of a "pit" with crude benches and dirt floor and a balcony covered with a tin roof for the more prosperous.

Admission prices usually range from 10 to 15e in the "pit" and sometimes from \$.75

to \$1.00 in the balcony. New four-wallers could be financed, in Johnston's estimate, by the extra showings and an admis-sion system with low prices for the front rows and higher in back.

Recent decrees in Senegal and Recent decrees in Senegal and Soudan requiring construction of enclosed theatres only were hailed by exhibitors. Johnston said, because it enabled them to build with no fear of having their audiciness lost to the low-overhead ozoners with cheaper admission prices.

ozoners with cheaper admission prices.

American films are "holding their own" at present, Johnston said, with Walt Disney fantasies being particular favorities. Gaudy Indian productions are very popular. The Soviets have not entered the market to any extent. In Senegal only two Soviet films were exhibited last year.

Asked about possible obstacles, U.S. distributors might encounter, Johnston expressed little concern. However, three nations—Ghana, Guinea and the Union of South Africa—have set up censorship boards with varying purposes in mind. The Ghanese censorship chief, for instance, wants only "constructive" films which will help the people in the task of bulding up the nation—rather the pix that provide diversion alone.





FROM HEMISPHERE TO HEMISPHERE... 20TH HAS SIVIAS





## Young Men' Loud \$9,500, Pitt; 'Sky' OK 9G Despite Pirates' Competish

Friday (23) was soft again for the first-run houses with the Pirates on night tv in a game that could have decided the pennant. It was brutal on the nabes as they had the double impact of the game and the opening of the high school football season. On Saturday both the Penn and Stanley racked up good grosses with speaks. The new renn and Stanley racked up good grosses with sneaks. The new entries, "Crowded Sky" at the Stanley, "September Storm" in Stereovision at the Fulton, and "All Young Men" at Harris all shape okay.

Estimates for This Week
Fulton (Shea) (1.365; \$1-\$1.50)ceptember Storm" (20th).

Squirrel Hill 'SW) (834; \$1.25)— city, with litt Gchool for Scoundrels" (Cont) on holdovers, d.w.). Wow \$3.700. Last week, Estimate

\$4.500.

Stanley (SW) (3.700; \$1-\$1.50)—
"Crowded Sky" (WB), Okay \$9,000
with help of "Dark at Top of
Stairs" (WB) on Sat. night, Last
week, "Ocean's 11" (WB) (3d wk9 days), \$14.000.

Warner (SW) (1,513; \$1.50-\$2.751
—"Ben-Hur" (M-G) (36th wk),
Magnificent \$15,000. Ditto last
week.

#### D.C. Lively; 'Time' Loud \$18,000, 'Eternity' Brisk 19½G, 'Song' Sock 17G

Washington, Sept. 27.
Hot initialers are perking first-run trade this stanza. "High Time" opener. "Hell to Eternity" at two Stanley Warner, houses shapes for a loud \$19,500. "Song Without End" is rated a sock \$17,000 ini-tialer at the Trans-Lux. "Magda-lena" at the Piaza also looks rich is opening session. "Psycho" in its opening session. "Psycho" continues hefty among the hold-

Ambassedor - Metropolitan (SW) (1.490: 1.000: 90-\$1.49 — Hell to Eternity" (AA). Loud \$19,500. Last week, "13 Ghosts" (Col), \$8.000.

week, "13 Ghosts" (Col), \$8,000. Last week, "13 Ghosts" (Col), \$8,000. Apex (K-B) (940) \$90-\$1.10) .

"Next to No Time" (Indie) (2d wk). Fair \$3,500. Last week, \$4,900. Capitol (Locw) (3,426; \$1-\$1.49) .

"High Time" (20th). Sock \$18,-000. Last week, "Let's Make

## **'USHER' NEAT \$8,500,**

Louisville, Sept. 27.

#### **Key City Grosses**

Estimated Total Gross
This Week \$2,379,900
(Based on 24 cities and 252
theatres, chiefly first runs, including N. Y.)

st Year .....\$1,988,200 (Based on 22 cities and 221 Last Year

## 'Ocean' Smash

"September Storm" (20th). Good \$6.000. Last week, "Carousel" (20th) reissue). \$6.500. Marris (Associated) (2.100; \$1.50-Mall Young Men" (Col). Excellent \$9.500. Last week, "Time Machine" (M-G), \$8.200. Fenn (UATC) (3.300; \$1-\$1.50)—the Imperial, Canada's largest \$10.000 with help Sat. from "All" players. "Nights of Lucretia Borline Young Cannibals" (M-G). Last week, \$12.800. Squirrel Hill (SW) (824. Cast.) ia" is big at combo of nine FP and aylor houses. Biz is solid around ity, with little change at the bo.

Estimates for This Week
Beach, Century, College, Downtown, Glendale, Midtown, Oakwood, Prince of Wales, Runnymede
(FP-Taylor) (1,288; 1,338; 1,499; 1,059; 995; 1,089; 1,138; 1,200; 1,385;
50-90)—"Nights of Lucretia Borgia" (Col) and "Enemy General" (Col) In nine-theatre tiein, fine
\$33,000. Last week, "Nude in White Car" (IFD), for five-house combo, with 6,138 capacity, \$17,000.

Carlton (Rank) (2.318; \$1-41.50)
—"Doctor in Love" (20th) (3d. wk).
Swell \$14,000. Last week, \$16,500. Hollywood (FP) (1.080; \$1-\$,1.25) —"Psycho" (Par) (7th wk), Hefty \$13,500. Last week, \$14,509.

Hyland (Rank) (1.057; \$1-\$1.50)— "From Terrace" (20th) (9th wk). Holding at lusty \$7,000. Last week,

| Imperial (FP) | 3,343; \$1-\$1.25| | (4th w) |
"Ocean's 11" (WB) Smash \$30,000 | \$8,000 |
Last week, "Let's Make Love" |
| 20th | (3d wk) | \$9,000 | \$1.20-\$

International (Taylor) (557; \$1-\$1.25—"Hiroshima Mon Amour"; Zenith) (3d wk). Still brisk \$5,500. Last week, same,

## Omaha Perking; 'Naples'

Umaha Perking; Naples

Fancy \$6,500, Time' 7G

Omaha, Sept, 27.

Biz is perking slightly at downtown first-runs, with thousands of out-of-staters coming in for the Ak-Sar-Ben Rodeo, featuring the Glenn Randall "Ben-Hur Chariots" from that film. "Hur," incidentally, is leading the pack in its 32nd stanza. "It Started in Naples." aided by strong campaign by Omaha manager Carl Hoffman, which tied in with a downtown fashion show, is hep. "High Time" is disappointing at the Orpheum. Estimates for This. Week Cooper (Cooper) (693; \$1.55-\$2.20)—"Ben-Hur" (M-G) (32d wk). Booming to \$7,500. Las week, \$6,200.

Omaha (Trisfates) (2.066: 75-\$1)

200.
Omaha (Tristates) (2,066; 75-\$1)
—"It Started in Naples" (Par). Big
\$6,500. Last week, "Sons and
Lovers" (20th), \$3,000.
Orpheum (Tristates) (2,877; 75\$1)—"High Time" (20th). NSH
\$7,000. Last week, "Crowded Sky"
(WB), \$7,000.
State (Cooper) (743: \$1)—"Angel
Wore Red" (M-G). Light \$3,000.
Last week, "All Fine Young Cannibals" (M-G) (2d wk), \$2,500.

## 'Eternity' Rousing \$18,000 in Hub

There's better action at the boths week although legit competitions is severe with three houses lighted. Jewish holidays caused drop in picture attendance, but after ending Friday night (23) weekend bis spurted. "All Young Men" is hot at the Memorial. "Past and Sexy" smart at the Orpheum and "Hell to Eternity" is hitting hard at the Paramount. "Key Witness" is nice at the Paramount.

hard at the Paramount. "Rey Wit-ness" is nice at the Paramount. Estimates for This Week Astor (B&Q) (1.270; \$1.75)— 'Straugers When We Meet" (Col) (6th wk). Oke \$6,500. Last week,

7.500.

Beacon Hill—(Sack) (678; \$1.50)—
Come Dance With Me" (Union)
th wk). Good \$7,000. Last week,

\$8.000.

Boston (Cinerama, Inc.) (1.354:
\$1.20-\$2.65)— This Is Cinerama.

23rd wk). The 22rd week ended
Monday (26) was oke \$7,000. Last

"23rd wk". Ine 22nd week end Monday (26) was oke \$7,000. L week, \$8,000. Capri (Sack) (900; \$1,25-\$1.50 "From Terrace". (20th) (11th w Good \$5,000. Last week, same,

# Last week, 10,500. Last week, 1000. Last

## Mainstem trade is keeping to a good level this week, "House of Usher" is showing considerable wicket activity at the Riadto-"Time Machine" and "Day They Robbed the Bank of England" at United Artists is strong, juve trade on Sunday matince a big boost to the overall take. "Psycho" in fourth frame at the Kentucky is still strong. Time' Fast 19G, 'Young Men' Fat 12 Detroit, Sept. 27. — "Psycho" (Par) 19th wk). Sm. Another great week is in prossible of the downtowners with Madison (UD) (1,408; \$15.50-83) and the combining "Gan-Can" (2010) (17th wk). Great results of the downtowners with Madison (UD) (1,408; \$15.50-83) are product combining "Gan-Can" (2011) (17th wk). Great results of the downtowners with Madison (UD) (1,408; \$15.50-83) are product combining "Gan-Can" (2011) (17th wk). Great results of the downtowners with Madison (UD) (1,408; \$15.50-83) are product combining "Gan-Can" (2011) (17th wk). Great results of the downtowners with Madison (UD) (1,408; \$15.50-83) are product combining "Gan-Can" (2011) (17th wk). Great results of the downtowners with Madison (UD) (1,408; \$15.50-83) are product combining "Gan-Can" (2011) (17th wk). Great results of the downtowners with Madison (UD) (1,408; \$15.50-83) are product combining "Gan-Can" (2011) (17th wk). Great results of the downtowners with Madison (UD) (1,408; \$15.50-83) are product combining "Gan-Can" (2011) (17th wk). Great results of the downtowners with Madison (UD) (1,408; \$15.50-83) are product combining "Gan-Can" (2011) (17th wk). Great results of the downtowners with Madison (UD) (1,408; \$15.50-83) are product combining "Gan-Can" (2011) (17th wk). Great results of the downtowners with Madison (UD) (1,408; \$15.50-83) are product combining "Gan-Can" (2011) (17th wk). Great results of the downtowners with Madison (2011) (17th wk). Great results of the downtowners with Madison (2011) (17th wk). Great results of the downtowners with Madison (2011) (17th wk). Great results of the downtowners with Madison (2011) (17th wk). Great results of the downtowners wit 'Time' Fast 19G, 'Young Men' Fat 12G

Artists is strong, juve trade on Sunday matinee a big boost to the overall take. "Psycho" in fourth frame at the Kentucky is still strong.

Estimates for This Week Brown 'Fourth Avenue' (\$1.25-\$2.50) — "Ben-Hur" (M-G) (19th wk). Estimates for This Week, fair \$5.500.

Kentucky (Swifou) (900; 75-\$1.25-"Psycho" (Par) '4th wk). Broadway-Capitol. (UD) (3.500. Last week, fair \$5.500.

Kentucky (Swifou) (900; 75-\$1.25-"Psycho" (Par) '4th wk). Broadway-Capitol. (UD) (3.500. Last week, fair \$5.500.

Mary Anderson (People's) (900. Mary Anderson (People's) (900.

## 'Time' High \$13,500, Denver; 'Dragon' Ditto, 'Confid'I'-'Caboose' Dim 81/2G

#### **Broadway Grosses**

Last Year .... \$438,300 (Based on 24 theatres)

## Time' Great 8G, Port.; 'Men' 6G

pbear deliberations and "High name transient name attractions and long playing holdovers. "High Time" looms as strong new entry at the Orpheum. "Psycho" moves into a seventh big week at the Broadway. "Ben-Hur" stays for a Broadway. "Ben-Hur" stays for a solid 36th inning at the Music Box. "Can-Can" holds for a 12th and possibly final sesh at the Holly-

Estimates for This Week

Estimates for This Week.
Broadway (Parker) (1.880; \$1-\$1.50)—"Psycho" (Par) (7th wk).
Solid \$4.500. Last week, \$7.400.
Fox (Evergreen) (1.600; \$1-\$1.49)
—"All The Young Men" (Col) and
"The Enemy General" (Col) (2d
wk). Tall \$6,000. Last week,
\$9.400. \$9,400.

\$9,400.

#10lywood. (Evergren) (900;
\$1.50-\$3)—"Can-Can" (20th) (12th
wk). Fast \$6,000. Last week, \$5,800.

Music Box (Henrick) (640; \$1.50-\$3)—"Ben-Hur" (M-G) (36th wk).

Hot \$13,500. Last week, \$13,300.

Orpheum (Evergreen) (1.536; \$1-\$1.49)—"High Time" (20th) and
"The 39 Steps" (20th). Loud
\$8,000. Last week, "One Foot in
Hell" (20th) and "Murder Inc."
(20th), \$6,000.

Paramount (Port-Par) (3,400; \$1-\$1.49—Johnny Mathis Show and

\$1.49—Johnny Mathis Show and Victor Borge Stage Shows. Last week, "Private Property" (Indie) and "A Question of Infidelity" (Indie), \$4,400.

#### LOVE' LUSTY \$11,500, CINCY; 'SKY' GOOD 9G

CINCY, "SKY GOOD 9G"

Cincy film biz remains robust this frame. "Let's Make Love." looming solid at the flagship Albee, fronts new entries. "Crowded Sky" rates a good opener at the Palace. In okay trend at Twin Drive-In are "Sex Kittens Go to College" and "Last Woman On Earth" with "Female and Flesh" and "Wicked Go to Hell" on back sturdy i ninth week.

Estimates for This Week Aurora 'Rappaport') (367; 50-Sturdy i ninth week.

Estimates for Holds of the Sturdy i ninth week.

Estimates for This Week arong \$6,000 after same in ninth frame.

Century 'Fruchtman' (3.200; 50-Sturdy i ninth week.

Estimates for This Week alwora 'Rappaport') (367; 50-Sturdy i ninth week.

Estimates for This Week alwora" (Par) (10th wk). Strong \$6,000 after same in ninth frame.

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Estimates for This Week Alwora" (Par) (10th wk). Strong \$6,000 after same in ninth frame.

Estimate

week, me.
Esquire Art. (Shor) '500: \$1.250
"Carry On Nurse" 'Gov) '7th wkl.
Sweet \$2.500. Last week, \$2.700.
Grand (RKO) '1400: \$1.\$1.500
"Psycho" (Par) (9th wk). Potent \$7.500. Last week, \$8.000.
Guild 'Vance' (300) \$1.251
"Tim All Right, Jack" (Col) '2d wkl.
Tall \$2.500. Last week, \$3.000.
Hyde Park 'Art (Shor) '1500; \$1.251
"Quiet Flows Don" (Indie) '4th 'wk), \$1.00.

Showing" (Indie) '4th 'wk), \$1.100.

Wk). Oke \$2,300 after \$2,000 in first.

Wk). Oke \$2,300 after \$2,000 in fir

Foot 360.

Is Showing" (Indie) 4th wk), \$1.100.

Keith's (Shor) (1.500; 90-\$1.25)—

"All the Young Men" (Col) (2d wk).

Okay \$6.500 after \$10,000 preem.

Palace (RKO) (2,600; \$1.\$1.25)—

"All Storing Men Good \$5.000.

Okay \$6.500 after \$10,000 preem.
Palace (RKO) (2,600, \$1-\$1,25)—
"Crowded Sky" (WB). Good \$9,000.
Last week, "All Fine Young Cannibals" (M-G), \$8,500.
Twin Drive-in (Shor) (1,200 cars sach side; 90c)—West side: "Sex Kittens Go to College" (AA) and "Last Woman on Earth" (Indie).
Pleasing \$7,000. Same last week for "Why Must 1 Die" (A1) and "Noose for a Gunman" (UA). East side: "Female and Flesh" (Indie). So-so \$6,000. Last week, "Last Days of Pompeii" (UA) and "Boy and Pirates" (UA), \$5,500.

Valley (Wiethe) (1,200; \$1.50.
Valley (Wiethe) (1,200; \$1.50.
S2.50)—"Can-Can" (20th) (14th wk). Fairish \$6,000. Ditto last week.

\*\*Stone Can-Can" (20th) (14th wk). Fairish \$6,000. Ditto last week.

\*\*Stone Can-Can" (20th) (14th wk). Fairish \$6,000. Ditto last week.

\*\*Stone Can-Can" (20th) (14th wk). Holding at \$7,900 after \$8,000 last week.

Denver, Sept. 27.

Two of the three newcomers are
doing fine this frame. "High
doing fine this frame. "High
and the Dragon" at the Denverae
both hitting an above average take.
However, the "College Confidential" "Chartroose Caboose" combo
is only mild at the Paramount.
"Ben-Hur" is still steady in its
24th stanza at the Denham while
"Carry on Nurse" remains healthy
in a 19th frame at the Esquire on
regular admission scale.

Estimates for This Week.

Estimates for This Week

Aladdin :(Fox) (900; \$1.45)—
"Sons and Lovers" (20th) 12d wk).
Okay \$4.000. Last week, \$5.00.
Center :(Fox) =(1.270; \$1.\$1.45)—
"High Time" (20th). Sturdy \$13.
500. Last week, "Let's Make Love"
(20th) 13d wk) \$9.000.

Denham (Indie) (800; \$1.25-\$2.50) — "Ben-Hur" (M-G) (24th wk): Steady \$10,500. Last week, wk). St \$10,500.

\$10,500.

Denver (Fox) (2.432; \$1.\$1.25)—
"Sword and the Dragon" (Valiant)
and "12 Hours to Kill" '20th).
Sharp \$13.500. Last week. "House
of Usher" (2d wk) 4 days only), of Ush \$5.500.

\$5.500.
Esquire (Fox) (600; \$1)—"Carry On Nurse" (Gov) (19th wk. Warm \$2,900. Last week, \$4,000.
Orpheum (RKO) (2,690; \$1.25-\$1.45)—"Psycho" (Par) (6th wk). Nice \$10,500. Last week, \$14,000.
Paramount (Indie) (2,100; 90-\$1.25)—"College Confidential" (U) and "Chartroose Caboose" (U), Mid \$8.500. Last week, "Crowded Sky" (WB), \$13,500.
Towne (Indie) (600; \$1.\$1.45)—

Towne (Indie) (600; \$1-\$1.45)—
"Strangers When We Meet" (Col)
(6th wk). Good \$3,000.

#### 'Cannibals' Tasty \$8,000, Balto; 'Breakout' Light \$2,000, 'Sky' Weak 4G

Baltimore, Sept. 27.

Weekend trade was up a bit this stanza and exhibs are happier th they've been for a while. "Nature's they we been for a while. Nature a Paradise" and "Female and the Flesh," double at the Century, is holding nicely in third week there. "All the Fine Young Cannibals" is lively in first week at the Hippodrome. "It Started in Naples" is pleasing in fifth at the Charles.

Cinema (Schaber) (460; 90-\$1.50)
—"End of Innocence" (Kings) (2d wk). Oke \$2,300 after \$2,600 i first.

Little (Rappaport) (300; 50-\$1.50)
—"Man in Cocked Hat" (SCA) (repeat) (3d wk). Warm \$2,300 after \$2,500 in previous week.

Mayfair (Fruchtman) (750; \$1,49-2.50) — "Can-Can" (20th) (18th \$2.50) — "Can-Can" (20th) 110th wk). Upped to \$4,500 after \$4,000 in previous week.

## BROADWAY DOWN TO A WALK

## L.A. Dull: 'Naples' Light 18G, 'Time' Fairish \$17,600, 'Sexy' Tame \$15,200, 'Carnation' Soft 7G, 'Hur' 22G, 44th

Los Angeles. Sept. 27.

First-runs are still taking it on the chin this frame. But some openers, doing only fair in regular situations, are hitting a good stride in multiple day-date bookings. "It Started in Naples" is eyeing a light \$18.000 in a trio of houses. "High Time" is a fairlish \$17,600 in three sites, but is leading in multiples.

"Fast and Sexy" is heading for a thin \$15,200 in four theatre. "Man with Green Carnation" is a soft with Green Carnation" is a soft.

"Fast and Sexy" is heading for a thin \$15.200 in four theatre. "Man With Green Carnation" is a soft \$7,000 at the Hollywood Paramount. Indicating a lack of product, three units are playing reissues. "Sitting Bull"."Indian Fighter" combo is gandering a good \$8,500 at the Orpheum and Hollywood.

Few of the regular holdovers are doing biz. "Ben-Hur" is down to a likely \$22,000 in its 44th week at the Egyptian.

Estimates for This Week
Hollywood Paramount (Elect) (1,-408; \$1-82!—"Man With Green
Carnation" (WB). Soft \$7,000.
Last week, "All Fine Young Cannibals" (M-G) (5th wk. 9 days),
\$6.900 \$6,900.

bais (M-G) (5th Wk. 9 days), \$6,900.

Warrens, Hawaii. Wiltern, Baldwin B&B-G&S-SW-Elect) (1,757: 1.106; 2,344; 1.800; 90-\$1.50)— Fast and Sexy" (Col) and "Nights of Lucretia Borgia" (Col) Thin \$15.-200. Last week, Warrens with Vogue, "All Young Men" (Col), "Enemy General" (Col) (2d wk. Warrens; 1st wk. Vogue), \$8,000; Hawaii with Los Angeles, "Hell' to Eternity" (AA) (1st wk. Hawaii; 3d wk. Los Angeles), (10,000 Bedrooms" (M-G) (reissue) (Hawaii), "Seven Guns to Mesa" (AA) (Los Angeles) (1st wk.), \$8,000; Wiltern. (Continued on page 28)

(Continued on page 28)

#### Usher' Stout \$10.500 In K.C.; 'Lovers' Lively 8G, 'Dance' Torrid \$5,000

Name of the year.

Kansas City, Sept. 27.

Newcomers here are "Sons and Lovers" doing well at the Plaza and "House of Usher" strong in the Uptown-Granada combo. Both will hold, Brigitte Bardot starrer, "Come Dance With Me," is sock at the Kimo and a long run is likely. On other fronts biz figured normal for the season, not the strongest of the year.

Estimates for This Week

Last week, surprised a bit

\$4,500. Last week, surprised a bit at \$7,500. Paramount (UP) (1,900; 75-\$1)—
"All Fine Young Cannibals" (M-G) (2d wk). Medium \$4,500. Lastweek, \$7,500.
"Playa (NT) (1,900; \$1,25)—"Sons and Lovers" (20th). Pleasant \$8,000, holds, Last week, "From the Terrace" (20th) (5th wk). Oke \$5,000

No. 2010 (1990)

\$150)— wk), Nifty \$6,500, stays. Last week, \$7,500. Uptown, Granada (NT). (2,043; 1.217; 85-81)— "House of Usher". (AD. Good \$10,500, may hold. Last. week, "Let's Make Love" (20th) (3d wk). Fairish \$4,500.

### Prov.; 'Hell' Hotsy 81/2G

Prov.; Hell Hotsy 5/2 to Providence, Sept. 27. RKO Albee's "Hell To Eter-nity" and Majestic's "One Foot In Hell" are providing the punch this week. Strand is healthy with "It Started. In Naples" as is Elm-wood's 14th of "Ben-Hur.". Loew's State trails with "The Night Fight-ore."

Estimates for This Week

Albee (RKO) (2,200; 65-90)—
"Hell To Eternity" (AA) and
"Operation Amsterdam" (20th).
Healthy \$10,000. Last week, "Why
Must 1 Die" (AI) and "Escape
From Terror" (AI), mild \$5,500.

From Terror" (AI), mild \$5,500.

Elmwood (Snyder) (724; \$1.50\$2.50) "Ben-Hur" (M-G) (14th
wk). Good \$7,000. 13th sesh was
yery nice \$7,500.

Majestic (SW) (2,200; 65-90)—
"One Foot In Hell" (20th) and
"Operation Amsterdam" (20th).
Neat \$8,500. Last week, "Crowded
Sky" (WB) and "Dial M For Murder" (reissue), mild \$5,000.

State (Loew) (3,200; 65-90)—
(Night Fighters" (UA) and "Cage
of Evil" (UA). Slow \$5,300. Last
week, "Angel Wore Red" (M-G)
and "Rawhide Trail" (AA), slow
\$6,000. and "1 \$6,000.

\$6,000. Strand (National Realty) (2,200; 65-90)—"It Started In Naples" (Par). Happy \$7,000:

## 'Machine' Solid \$12.500 **in Cleve**.

Cleveland, Sept. 27.

Holdovers are outdrawing newcomers, but all look okay. "Last
Days of Pompeii" is only fair at
the Palace despite heavy bally.

"Time Machine" is good at the
State. Among the longrunners,
"Ocean's 11" is hot in its fifth
Allen round. "Psycho" likewise is
hep in eighth frame at the Stillman.

Estimates for This Week

Allen (SW) (\$1-\$1.50)—"Ocean's

Allen (SW) (\$1-\$1.50)—"Ocean's

11" (WB) (5th wk). Hot \$11,500.

Last week, \$16,000.

Continental Art (Art Theatre
Guild) (950; \$1.25) — "Holiday
Island." (Indie) (2d wk). Satisfying

the Kimo and a long run is likely. On other fronts biz figured normal for the season, not the strongest of the year.

Estimates for This Week
Brookside (NT) (800; \$1.50.\$2)—
"Can-Can" (20th) (15th wk). Great week, \$2,700.
\$4,500, as "last few days" ad stirs biz. Last week, oke \$2,000.
Capri. (Durwood) (1,260; \$1.50.\$2.50)—
"Ben-Hur" (M-G) (35th wk). Steady \$10,500, holds. Last yeek, \$11,000.
Fairway. (NT) (700; \$1)—"Carryon Nurse" (Gov) (12th wk). Nice \$1.500 may stay. Last week same. Kimo (Dickinson) (304; 90.\$1.25)—
"Come Dance With Me" (Kingsley). Around \$5,000, tops for the house and reached by very few pictures here. Last week "Cranes Are Flying" (WB) (3d wk). Satisfactory \$1.200.

Midland (Loew) (3,300; 75.\$1)—
"Most nometime—four—are investment of life. Three of the fresh entries, "Elmer Gantry."
"Hell to Eternity" and "Let's Make Love," loom of considerable box-office consequence. The Tourth. Minneapolis, Sept. 27.

Most newcomers for any one week in some time—four—are invading the loop and giving it a stronger breath of life. Three of the fresh entries. "Ellmer Gantry." "Hell to Eternity" and "Let's Make Love," loom of considerable boxoffice consequence. The Tourth, "The Night Fighters," is weak. On the holdover front there are the hard-ticket "Ben Hur" and "This is Cinerama" in their 31st and fifth the notioner front there are the hard-ticket "Ben Hur" and "This is Cinerama" in their 31st and fifth weeks, respectively; the 12th for "Ocean's 11" and "Sons and Lovers" and the second for "Can-Can's" second run.

Estimates For This Week Academy (Mann) (947; \$1.75-\$2.65)—"Ben-Hur" (M-G) (31st wk). Fine \$11.000. Last week, same.

Century (Cinerama; Inc.) (1,150; \$1.75-\$2.65)—"This is Cinerama' (Cinerama) (reissue) (5th wk). Good \$11.000. Last week, \$11.300. (Continued on page 28)

## IN SO-SO SEASON

Two-day Jewish holiday. Thursday and Friday, with all New York City public schools closed for first time, had the effect of stemming the b.o. decline that usually takes place this time of the year. In general, however, business was not socko for a period that contained a four-day weekend.

"Dark at Top of Stairs" got off to good start at Radio City Music Hall with firm \$165,000 for opening round. "All the Fine Young Cannibals" is expected to tally an okay \$26,000 for opening Criterion round despite the poor reviews. The initial follow-up week of "High Time" at the Warner is seen reaching a below-hopes \$19,000.

Longrunners, some of which are

\$19,000.

Longrunners, some of which are nearing the end of their engagements, managed to maintain a steady pace. "Apartment," in 15th Astor and Plaza sisions, was still impressive \$31,000, with \$20,000 on Broadway and \$11,000 on the east side. Ditto "Started in Naples," in fourth week at Victoria and Murray Hill. Pic scored total of \$30,500, with \$21,000 at Victoria and \$9,500 at Murray Hill. "Ocean's 11" was good \$25,000 for seventh Capitol round. Hardticket "Ben-Hur" maintained its momentum with \$44,500 for 44th week.

with \$44,500 for 44th week.

Both Broadway houses and arties are bringing new pix. "Sunrise at Campobello" opens reserved-seat run at Palace today (Wed.). New pix opened at Paris and 68th St. Playhouse: In addition, Sutton, Baronet, Normandie, 5th Ave. Playhouse are bringing in new entries.

Baronet, Normandie, 5th Ave. Playhouse are bringing in new entries.

\*\*Estimates for This Week
\*\*Astor (City Inv.) (1.076; \$1.25.

\*\*Z-50)—"Apartment" (UA) (16th
wk). The 15th session concluded
last night (Tues.) with impressive

\*\*20,000. Last. week, \$21,000. Continues until Oct. 12 when "Inherit
the Wind" (UA) moves in.

\*\*Capitol (Loew) (3.686; 95-\$2)—
"Ocean's 11" (WB) (8th wk). The
seventh round wound up last night
(Tues.) with good \$25,000 after
previous week's \$26,000. "Hell to
Eternty." (AA) opens Oct. 12.

\*\*Criterion (Moss) (1,671; 90-\$2.40)

—"All the Fine Young Cannibals"
(M-G) (2d wk). The opening
stanza concluding to morrow
(Thurs.) looks likely to hit-okay

\*\*26,000. The final eight days of
12th round of "Strangers When We
Meet" finished with \$13,000.

\*\*Demille (Reade) (1,658; \$1.50\*\*Meet' finished with \$13,000.

\*\*Demille (Reade) (1,658; \$9.50).

\*\*The 14th week ended today (Wed.)

with fair \$8,500. Last week, \$9,000.

\*\*Spartacus" (U) opens Hardticket
run on Oct. 6.

\*\*Pajace (RKO) (1,642; (90-\$2)—

run on Oct. 6.

Palace (RKO) (1,642; (90-\$2)—
"Sunrise at Campobello" (WB).
Starts reserved-seat engagement.
In ahead, "Portrait; in Black" (U) finished six days of ninth round with mild \$8,500.

Forum (Moss) (813; 90-\$1.80)—
"All Young Men" (Col) (5th wk).
The fourth inning-winding up to morrow (Thurs.) is seen reaching good \$18,000. Last week, \$19,000.
Continues.

good \$18,000. Last week, \$19,000. Continues. Paramount (AB-PT) (3,665; \$1-\$2)—'Let's Make Love" (20th) (4th wk). The third stanza finishing today (Wed.) is likely to tally okay \$28,000. Last week, \$35,000. Con-

tinues.
Radio City Music Hall (Rocke-feller) (6,200; 90-\$2.73)— Dark at Top of the Stairs' (WB) (2d wk). The opening stanza concluding today (Wed.) is seen scoring a firm \$185,000. In ahead. "Song Without End." \$127,000 for sixth week.
Bivoli (UAT) (1,545: 90-\$2.50)—
(Can-Can' 2(20th) (30th wk). The (Continued on page 28)

#### Estimates Are Net

Film gross estimates as re-ported betrewith from the vari-ous key cities, are net; i.e., without usual tax. Distrib-utors share on net take, when playing percentage, hence the estimated figures are net in-come.

come.

The parenthetic admission prices, however, as indicated, include U. amusement tax.

## BUT 'DARK' 1656 | Chi Perks; 'Sky' Lofty \$15,500, 'Table' Smooth 9G, 'Rosemary' Trim \$9,200, Eternity' Hot 221/2G, 2d, 'Flags' 151/2G

'Love' Luscious \$10,000, Indpls.; 'Sky' Bright 7G

Indianapolis, Sept. 27.

"Let's Make Love" opened well "Let's Make Love" opened well at Keith's to spark otherwise quiet week here. Other starters, "The Crowded Sky" at Circle and "The Subterraneans," at Loew's, are clicking moderately. "Ben-Hur," at Lyric, has bounced back in 29th stanza after falling off last week. Estimates for This Week Circle (Cockrill-Dolle) (2,800; 90-\$1.25)—"The Crowded Sky" (WB). Oke \$7,000. Last week, "It Started in Naples" (Par), \$7,500. Keith's (Cockrill-Dolle) (1,300; 90-\$1.25)— "Let's Make Love" (20th). Very good \$10,000. Last week, "Ocean's 11" (WB) (5th wk), \$5,000.

\$5,000.

Loew's (Loew's) (2,427; 75.\$1)—
"Subterraneans" (M-G) and "Key
Witness" (Indie). Oke \$6,000. Last
week, "Kosemary" (FAW) and
"Virgin Island" (FAW), \$5,000.

Lyric (Cockrill-Dolle) (850; \$1,25\$2,50)— "Ben-Hur" (M-G) (29th
wk). Fine \$7,500. Last week,
\$6,000.

## 'Angel' Quiet 13G, Philly: 'Love' 23G

Philadelphia, Sept. 27.
Biz is offish this frame. "Angel
Wore Red" is quiet at the Fox,
"Under 10 Flags" is slow at the
Randolph, but "Let's Make Love"
is sweet at the Stanley. Holdovers
are spotty. "Psycho" is neat in a
14th round at the Arcadia. "Pollyanna" is slim in a 12th Trane. anna" is slim in a 12th Trans-Lux

anna" is slim in a 12th Trans-Lux stanza.

Estimates for This Week
Arcadia (\$&\$S\ (536; 99-\$1.80)—
"Psycho" (Par) (14th wk). Neat
\$7,500. Last week, \$9,000.

Boyd (\$W\ (1,502; \$1.40-\$2.75)—
"Ben-Hur" (M-G\ (44th wk). Good
\$15,000. Last week, \$16,000.

Fox (Migram) (2,000; 90-\$1.80)—
"Angel Wore Red" (M-G\). Mild
\$13,000. Last week, "Hell to Eternity" (AA) (4th wk), \$9,000.

Goldman (Goldman) (1,200; 99-\$1.80)—
"Started in Naples" (Par)
(4th wk). Trim \$8,500. Last week, \$13,000.

Yandtown (Goldman) (1,000; \$2-\$2.75)—"Can-Can" (20th) (22d wk).
Nice \$7,000. Last week, \$7,500.

Randolph (Goldman) (2,500; 94-\$1.80)—"Under Ten Flags" (Par).
Quiet \$14,000. Last week, "From Terrace" (20th) (6th wk), \$7,000.
(Continued on page 28)

#### 'Usher' Slick \$19.000 In Frisco; Time' Boff 121G, 'Cannibals' Slow 7G, 2d

San Francisco, Sept. 27.
First-runs have a spotty texture this frame. "House of Usher" is potent, "High Time" is good and "Mary Magdalene" is nice. But "All the Fine Young Cannibals" is weak in second stanza. "Psycho" is still hot in its seventh Golden Gate round.

Golden Gate (RKO) (2,859; \$1.25-\$1.50)—"Psycho" (Par) (7th wk).

Golden Gate (RRU) (2,000, 91,50)—"Psycho" (Par) (7th wk). Excellent \$12,500. Last week, \$17,-

500. Fox (FWC) (4,651; \$1.25-\$1.50)—
"High Time" (20th) and "Young Jesse James" (20th). Sprightly \$12,500 on six days. Last week, "Let's Make Love" (20th) and "Five Bold Women" (20th) (4th wk), \$8,000 for six days.
Warfleld (Loew's) (2,656; \$1.25-\$1.50)—"Fine Young Cannibals" (M-G) and "Platinum High School" (WB) (2d wk). Slow \$7,000. Last week, \$12,000.

Paramount (Par) (2,646; \$1.25-\$1.50)—"Gontinued on page 28)

Chicago, Sept. 27.

First-runs continue to show good form this round, with several holdovers helping. Lead newcomer is Roosevelt's "Crowded Sky," garnering a good \$15,500 preemer. Esquire's "Captain's Table" looks for moderate \$9,000 and "Rosemary" is headed for brisk \$9,200 Loop firster. Carnegie's "Between Time and Eternity" shapes okay with \$3,100 opener. New Monroe tandem, "Five Bold Women" plus "Prime Time," is figured for oke \$5,500.

Second week of State-Lake's

"Prime Time," is figured for oke \$5,500.
Second week of State-Lake's "Hell to Eternity" is good, and "Under Ten Flags" is bringing okay ditto round coin at the Oriental. "Strangers When We Meet' looks good in United Artists fifth, with "Elmer Gantry" rated lively in sixth Woods lap.
Surf's "Man in: Cocked Hat" second looks rosy, and "Three-penny Opera" should collect robust ditto round coin at the World. "Ocean's 11" is hep in seventh Chicago Theatre stanza.
On hardticket, "Can-Can" hoisted good 23d Palace sprint, and "Ben-Hur" collared a stellar 40th frame at the Todd.

Estimates for This Week

Estimates for This Week

Estimates for This Week
Carnegie (Telem't) (495; \$1.50)—
Between Time and Eternity" (U),
Okiay \$3,100. Last week "Street of
Shame" (Indie) (3d wk), \$3,000.
Chicago (B&K) (3,900; 90-\$1.80)
—"Ocean's 11" (WB) (7th wk),
Splashy \$19,000. Last week, over
\$24,000.
Esquire (H&E Balaban) (1,350;
\$1.25-\$1.80) — "Captain's Table"
(20th), Moderate \$9,000, Last week
"Started in Naples" (Par) (7th wk),
\$8,000.

Loop (Telem't) (606; 90-\$1.80)—
"Rosemary" (FAW). Brisk \$9,200.
Last week, "Jungle Cat" (BV) (5th wk), \$6,400.

wki, \$5,400.

Monroe (Jovan) (1,000; 65-80)—
"Five Bold Women" (Indie) and
"Prime Time" (Essanjay). Okay
\$5,500. Last week, "Duel in Sun"
(Continued on page 28)

#### Young Men' Hep \$11,000 In Sluggish Buff; 'Angel' Frosty 6½G, 'Usher' 10G

Buffalo, Sept. 27.

Buz is sluggish this round. However, "All the Young Men" is good at the Century and "The Subterraneans" is nice at the Cinema. Less favorable are "Angel Wore Red," frosty at the Buffalo, and "Why Must I Die," weak at the Lafayette. "House of Usher" is soft at the Paramount. Holdovers are strong. are strong.

Estimates for This Week

soft at the Paramount. Holdovers are strong.

Estimates for This Week
Buffalo (Loew) (3,500; 70,\$1)—
"Angel Wore Red" (M-G) and
"Noose for a Gunman" (UA).
Frosty \$6,500. Last week, "Time
Machine" (M-G) and "Day They
Robbed Bank of England" (M-G)
(2d wk), \$6,000.

Center (ABPT) (3,000; 70-\$1,25)—
"Ocean's Eleven" (WB) (5th
wk). Trim \$10,000. Last week,
topped \$12,000.

Century (UATC) (2,700; 70-\$1)—
"All the Young Men" (Col) and
"The Enemy General" (Col). Good
\$11,000. Last week, "One Foot in
Hell" (20th) and "Operation Amsterdam" (20th). Over \$6,000.

Lafayette (Basil) (3,000; 70-\$1)—
"Why Must I Die" (AI) and "Wild
Youth" (Indie) (5 days). Weak
\$5,000. Last week, "Thunder in
Carolina" (Howco) and "48 Hours
to Live" (Indie). \$7,000.

Paramount (ABPT) (3,000; 70-\$1)—
"House of Usher" (AI) and "Battle of Blood Island" (AI). Soft
\$10,000. Last week, "The Crowded
Sky" (WB) and "Young Jesse
James" (WB), \$1,000.

Teck (Loew) (1,200; \$1,75-\$2,75)

—"Ben-Hur" (M-G) (28th wk).
Steady \$6,000. Last week, "Come Dance
"The Subterraneams" (M-G). Nice
\$2,500. Last week, "Come Dance
With Me" (Indie) (3d wk), \$2,000.

## YUL BRYNNER



CHARLES ROBERT BRAD DEXTER BRONSON: VAUGHN: JAMES COBURN

Filmed in Panavision - Color by DeLuxe

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## THE BIG PRESELL MOLUTES

2 WEEK NEWSPAPER TEASER AD CAMPAIGN . PA TOURS BY THE STARS DISC JOCKEY AND MUSIC PROMOTION . TEASER TRAILERS DEPARTMENT STORESTIE-UPS

AND ... UNIQUE SATERATION TELEVISION AND RADIO CAMPAIGN ON AROUND-THE CLOCK SCHEDULE

CO-STARRING EL ALLECHALECT

Signeenplay by WILLIAM ROBERTS Produced and Directed by JOHN STURG A MIRISCH-ALPHA PICTURE: Executive Producer WALTER MIRISCH Music ELMER BERNSTEIN: A MINISCH COMPANY Presentation



## Two Large Mexican Hardtops Open

Will Gold Chain Build More?-Not Saying-Theatre Population Down Since Earthquake

Mexico City, Sept. 27.
Gold Chain exhibition circuit has inaugurated two new film houses, the International Theatre in this capital and Las Americas in Guadalajara. Both houses are modern as to audience comfort, visibility, projection, sound and giant screen installations.
Seating capacity of the International is 4,200, making it the largest situation in Latin America. The Guadalajara theatre has 3,425 seats.

Guadalajara theatre has 3,425 seats.

Gabriel Alarcon, head of chain, invited 2,000 for inaugural of the International, with segments of business, political and society worlds represented as well as stars. Mexican industry personnel, and representatives of foreign picture interests.

representatives of foreign picture interests.

Clemente Lococo, exhibition exec from Argentina, impressed by decor of the International, said that Mexico has "the most elegant movie houses of America." Robert J. Corkery, Motion Picture Exhibitors Assn. vice president, congratulated Alarcon on new houses, expressed hope that building program, long marking time, will now step up again.

Alarcon was noncommital about further Gold Chain plans for new theatre construction, however. Sixtistics released by the National Chamber of the Film Industry re-

#### Herbert Graf Zurich Opera Regime Enlivened by U.S. Talent, Notably McCracken

Talent, Notably McCracken

Zurich, Sept. 27.

U.S. tenor James McCracken
formerly with the N.Y. Met scored
a personal hit in Zurich bow las
"Otheilo" which opened the 186061 season at Stadttheatre under its
new topper ex-Met stage director
Herbert Graf. Both Graf's staging
and the Yank tenor's performance
won critical raves of rare unanimity. Since McCracken is set; to
sing in all performances of
"Othello" here, production's bio.
click seems a certainty. Tenor has
been pacted by Graf for four
months to Zurich and, for the remainder of current season, by Herbert von Karajan to Vienna State
Opera. At the Stadttheatre here he
will do, beside Italian-language
Othello, Bacchus in Richard
Strauss "Ariadne auf Naxos." in
German, plus Samson in SaintSaens' "Samson and Delilah" in
original French next spring.

Zurich cast of "Othello" comprises another Yank tenor. Robert
Thomas, as Cassio. Formerly with
the San Francisco Opera, he was
also brought to Zurich this season
by Graf, along with a host of other
youthful U.S. singers, including
Negro coloratura Reri Grist, conualto Sandra Warfield and Mohawk-originated soprano Virginia
Gordoni, All hope to gain experience here per possibility to sing
many roles in original lingo.

HAINT ERENCH ICRAEL

#### JOINT FRENCH-ISRAELI PIC TO ROLL IN OCT.

Tel Aviv. Sept. 20.

A French-Israeli coproduction is scheduled to roll in Israel Oct. 15 with Herve Bromberger directing and Emanuella Riva cast in the top role. Tagged "Sun on the Horizon," it's the story of a French-born Jewith girl who comes to Israel after

it's the story of a French-born Jewth girl who comes to Israel after
shocking experiences in Nazioccupied France.
Jointly financing the venture are
Les Abilles of Paris and ZoharArc Films an Israeli company.
Abilles is putting up \$140,000 and
Zohar is contribbing \$48,000
party in Israeli currency). Additional backing will come from
Geva, another Israeli outfit, which
will provide \$36,000 in the shape
of film processing and other servives.

ives.

Bromberger has turned out such

The Fagle Has Two Bromberger has turned out such films as "The Eagle Has Two Heads" and "Lea Fruits Savages." Miss Riva appeared in "Hiroshima, Mon Amour." The Israeli Council for the encouragement of the Film Industry has okayed the picture and may possibly lend support later if this is found necessary.

#### **BRITAIN'S BOWLING BUG** BITES ANOTHER FIRM

London, Sept. 27.
Another outfit has been set up in the U.K. to run bowling alleys. Rank Organization and the Associated British Cinemas circuit are already operating alleys, while the topper of Hancock Bowling Corp. of Dallas, Jack Hancock, has been here looking around. The latest to enter the field is operating in Wales. Wales.

He's Walter Flack, managing di-

ries watter rack, manging director of a real estate company, who has opened an office in Newport, Monmouthshire. South Wales for a company called Walter Flack Parker & Wright, It's eyeing South Wales towns with a population of 60,000 or over to find sites.

#### Distribs in Middle As French Exhibs Squirm From Lack of Film Aid

From Lack of Film Aid

Paris, Sept. 27.

Distribution and exhibitor relationships are still strained here. Exhibs, cut off from further Film Aid early this year, reacted strongly and finally took steps of their own by turning in incomplete reports and getting a unilaterial change in terms via a small percentage hike to make up for Aid loss. This was done at the expense of small distribs by two biggies. Pathe and Gaumont, and even had governmental aquiescence though theoretically it was against the recent film decrees.

Exhibs are to get losses made up as Aid is slowly cut out and tax cuts give them more income. But theatremen felt they could not wait and put pressure on distribs which resulted in Gaumont and Pathe giving in and allowing this kickback. Smaller distribs feel they have no out since Gaumont and Pathe also own theatres. The latter two can make up distrib losses on their exhib takes.

Other distribs have to go along for French film amortization is primarily on its home grounds and these theatre chains are necessary outlets. U.S. majors also feel they have been taken advantage of since they too have to bear the brunt, of this new setup.

Producers also take a loss if distribs change the percentage terms but are so far accepting it. It, is estimated that \$400.000 has been given back to exhib coffers the last six month. However, the government has promised tax relief to exhibs and it may be straightened out soon.

#### Metro's 'Sun' Bridges **Casting Problem With** Carroll Baker Inked

Climaxing a longtime casting problem, Carroll Baker has been set to star in Metro's "Bridge to the Sun," scheduled for 40 days of location shooting in the classic city-cf Kyoto during November-December. Pleture will be based on the autoblographical novel by Gwen Terasaki, a girl from Tennessee who was married to a Japanese diplomat during World War II.

Miss Baker will play Mrs. Tera-

diplomat during World War II.

Miss Baker will play Mrs. Terasaki. The role of Terasaki has not yet been cast. The blonde actress took the "Bridge to the Sun" assignment after a number of stars turned the part down, fearing possible adverse public reaction from appearing in a romantic situation opposite an Oriental.

Disclosing that Anthony Perking

Disclosing that Anthony Perkins had once been considered for the male lead, director Etienne Perier said, "I want a real Japanese."

said, "I want a real Japanese."
He said he has some prospects in mind for the role of Terasaki, but admitted that its casting will be difficult. "I want an actor who speaks perfect English with an accent," Perier offered.

In addition to the Kyoto locations, the production will shoot eight days of exteriors in Washington, D.C. and three weeks in Paris studios. Producer Jacques Bar is skedded to join Perier here shortly before proceeding together to before proceeding together to Hellywood. Also here for a month of spadework is production man-ager Jacques Juran Ville.

Balei, once possible co-pro-ducer of the venture, will probably be enlisted for casting and logistical ssistance. Perier's main problem of the moment is finding studio of the moment is finding studing space in Kyoto. His shooting schedule coincides with Japan's peak production period, when the filmerics are grinding out footage for New Year holiday releases.

New Year holiday releases.

Perier said that he will tighten the Charles Kaufman script, which spreads the story over the years: 1933-45. "I will begin in 1936 with the same events," he noted. "I'm not going to change history, its tighten up the story." He added that he's going to try to av id the "absurd mistakes and artificiality often made in pictures on foreign locations."

Perier said that their partiains.

Perier said that their participa-tion in "Bridge to the Sun" is a result of he and Bar having made a film for Metro last year, "Murder at 45 RPM," a modest-budgeted entry which was a good money-maker.

maker.

One of their advantages, he said, is that he and Bar can produce a film less expensively than Hollywood studios. It's a different alwound outlook on how to make pictures." he asserted. "We go about 10-15 per cent faster, but the cut in expenses is much greater. There is less waste."

## 12% of Lucerne Ducats to Press

The annual four-week International Music Festival of Lucerne, Switzerland, (23d year) is characterized by four factors (a) it has a relatively low gross potential; (b) it has no governmental deficit guarantee; (c) its rate of free press or other complimentary seats is enormously high; and (d) it succeeds in attracting, year by year, the world's top longhair names, thus building a reputation as a major European music festival and definitely Switzerland's top longhair event of the year.

Total number of tickets available is 37,000 and average capacity is 90°7, with many of the big symphony concerts SRO. Tariffs for the latter range from £1.60 to £7, whilst smaller chamber music events are usually scaled at £4.20 top. Seating capacity of, the concert hall at Kunsthaus, built 1933-34, is 2,000.

Free tickets, including press seats, issued this year amounted to 3.800, or 10-12% of total number of tickets. Money-wise, this represents not less than 40° of total receipts, i.e. Swiss Francs 80,-000 (£18,600). Total coin racked up by the festival, incidentally, amounts to approximately SFrs. 200,000 (£46,500)—which is a relatively low gross considering prohibitive artists' fees, organization, publicity, rent of concert hall and other outlets, etc.

Lucerne Festival's budget is officially undisclosed, but believed to be way over £120,000. Compared with Bayreuth or Salzburg, this is, of course, still reasonable. The former two, however, have governmental deficit guarantees, whilst Lucerne only receives a small subsidy from the canton (state) and a slightly larger one from the city which help to reduce the inevitable deficit. Compared to similar events, though, Lucerne's deficit is probably less disastrous due to careful planning and tight budgeting. Financial assist from private sponsors, the so-called "Friends of the Music Festival," also helps.

The Lucerne Tourist Office, headed by Othmar Fries, which is organizing the festival, has a total annual subsidy of £25,600, of which a certain percentage is being used exclusive

of advance sales

## Vienna's Heavy Festival, 1961

Vienna, Sept. 27, Elaborate bookings are in progress to make the 1961 early sum-mer Vienna Festival truly standout. Here are the commitments so far ahead:

Guest Orchestras

London Symphony Orchestra Orchester des Westdeutschen Rundfunks Sudwest-Funk-Orchester Lamoureux-Orchester (France) Rias-Orchester Rias-Orchester Moskauer Symphoniker Munich Rundfunkorchester Vienna Orchester Wr. Philharmoniker Wr. Symphoniker

Wr. Philies...
Wr. Symphoniker

Schauspielhaus, Zurich
Dusseldorfer Schauspielhaus, Germany
Schillertheater, Berli
Old Vic, England
Ensemble Helen Hayes (U. S. A.—Theatre Guild)
Schauspielhaus, Hamburg
Ensemble aus Frankreich (Theatre de l'Atelier)
Conductors

Karl Bohm
Pierre Boulez
Miltiades, Caridis
Ferene Fricsay
Herbert von Karajan

Kellberth

Kellberth

Ensembles

Sermany
Conductors

Igor Markewitch
Dimitri Mitropoulos
Pierre Monteux.
Eugen Ormandy
Hans Rosbaud
Carl Schuricht
Georg Solti

Rafael Kubelik

#### **EDINBURGH '61 FEST** TO EYE NEW WRITERS

Edinburgh, Sept. 27.
New writers are to be encouraged by the International Edinburgh Festival. A scheme of commissioning plays from w.k. writers and others in the legit-writing field will also be launched by the Festival Society in time for the 1961 Festival

tival Society in time for the 1961 Festival.

One play set for next year is Sappho," by Laurence Durrell, whose books are among the world's bestsellers: Festival Society has obtained rights of the first performance in English.

The Covent Garden Opera Company will pay its first visit to the Festival, presenting four operas, one an entirely new work. Georg Solti, new musical director, will haton. Leopold Stokowski is to conduct the London Symphony. Orch, also making its Festival debut.

#### Coproductions Get New Interest From Toho As Its Distrib Wing Gains

Its Distrib Wing Gains
Tokyo, Sept. 20.
As an outgrowth of the recent merger of Towa Films and Chuo Eiga, its ow distribution subsidiary. Toho is displaying an increased interest in coproductions. The merger gives it added strength in distribution of foreign films, including coproductions.
Toho recently pacted with Allied Artists to coproduce Pearl Buck's. The Big Wave," now under way on island of Kyushu with all-Ji panese cast under director. Tad Danielewski. Deal gives Toho 75°c of film's receipts from Japan, Okinawa, Korea and Taiwan in exchange for services of special effects ace Eiji Tsuburaya and four stars.
Coproduction possibilities currently being negotiated by Toho include "Akiko" with Italy's Dino de Laurentiis, "Gunritsu" with German and French interests and "Adventures of Stein Dodge" with Columbi as well as proposals from Hong Kong and India.

In earlier years, company co-

"Adventures of Stein Dodge" with Columbi as well as proposals from Hong Kong and India.

In earlier years, company coproduced "Madame Butterfly" with Italy, "Hakujaden" with Hong Kong and a trio of low-budgeted efforts with American companies. "Tokyo File 121," "Destiny" and "Geisha Girl."

#### REVAMPED SHOCHIKU **HIKES PRODUCTION**

Tokyo, Sept. 20.

The revamped program of Shochiku, one of Japan's six majors and in murky, financial waters early this year, appears to be successful. After being unable to decline a dividend for the first time in 14 years, promoting the resignation of prez Shiro Kido, the filmery underwent a overhauling under a new regime.

From June, Shochiku has produced an average of 4.3 films, a month, all in color. Starting this month, the company is increasing production to an average of 6.3 queries and with the company is increasing production to an average of 6.3 features monthly, including two in black and white.

### We're for Kiddies,' **Aver Rodriguezes**

Mexico City, Sept. 27.

Rodriguez Brothers, Jose and Roberto, are definitely abandoning film production for adult audiences in fayor of the kiddle trade.

Jose, in explai ing switch, said-tades of producing he has never turned out a film that could not be enjoyed by the entire family. As a director, however, he has completed a few that were classified as "B" "C," of for adults only fare.

However in summing up financial rewards, Jose Rodriguez has concluded that there's much more profit in making pictures for youngsters. He pointed out that brother Roberto first hit the bonancial with his "Tom Thumb" and "Little Red. Riding Hood" films, with these followed by a whole series of new adventures for these fairy tale characters, even coupling of them in new films.

series of new adventures for these fairy tale characters, even coupling of them in new films,
Latest kiddie pic by Jose Rodriguez is filled "The Treasure of the Little Indian," and this is now in editing and sound processing.
Odd note of this film is that it has been financed by earnings of Rodriguez's two children. Titina and Marta, and other child actors playing leads. Money came from personal appearances, radio and television engagements, and recordings.

television engagements, and re-cordings.

With public interest in the film fairy tales high, and source mate-rial inexhaustible, both Rodriguez brothers have said that they will concentrate on these productions in the future. It is paying off at the boxoffice.

#### 4th London Film Festival To Screen Top Product From Cannes, Berlin, Etc.

London's fourth annual film festival, which will run at the National Film Theatre from Oct. 20 to Nov. 3, will, as in previous years, be non-competitive and feature the cream of available product from the major European festivals.

Among the pix already selected are five shown at Cannes, three from Berlin, and one each from San. Sebastian, Locarno and last year's Moscow event. Films screened at Venice and Edinburgh, ill be chosen within the next few days.

## 'Raisin' Looms 'Nervous' Click In Paris Bow; Strindberg's 'Easter' OK

Paris, Sept. 27.
First Yank legiter to hit the boards here this season is Larraine Hansberry's "A Raisin In the Sun" (Un Raisin Au Soleil), in an adaptation of Emmanuel Robles, at the Comedie-Caumartin.

Reviews more than 18 and 18 a

Reviews were mainly positive, though there were some indecisive ones. Play may have a fair run with word-of-mouth possibly building it for a better than average career but without the earmarks of hit

The influential non-partisan Le The influential non-partisan Le Monde felt it might not go with the French theatre public who usually want more from legit than quite perfect imitations of life or generous fables. Though the critic thought the revolt of the Negro people is just, he opined it still lacks something which everyday words cannot give to lift it above the ordinary and make a theatrical rather than a literary impact.

#### Le Figaro's Nod

The conservative Le Figaro, probably the most important as far as biz goes, felt this tale of the tribulations of an American Negro family gives excellent insight into their feelings and motivations and emerges similar to an experimental

course in sociology and psychology.

Top selling France-Soir opined Miss Hansberry treated the racial problem that still gnaws at Americans with knowing force and tenderness. It rated the direction of Guy Lazin, the sets of Yves Fau-Cuy Lazin, the sets of Yves rau-cheur and the thesping of Toto Bis-sainte, George Aminel, Darling Legitimus, Doudou Babet and Ba-chir Toure as of top grade stature.

So "Raisin" looks on the nervous side, but could make it since it is in a small theatre with a low verhead. It depends on word-to-mouth and sell. This all-Negro play is vet Yank legit producer Gilbert Mil-ler's first production in Paris.

#### Dullish One-Acter

Auguste Strindberg's "Easter" (Paques) got good reviews at the Theatre De Poche in an adaptation of C. J. Bjustrom and C. A. Ciccione. But its fragile tale of a mad girl who escapes from an asylum to see her tortured family appears slated mainly for buffs. It is pre-ceded by a one-acter of Sean O'Ca-sey, "Night Tale," which lacks the sey, "Night Tale, which lacks the healthy extravagance to make it

Frederic Knott's "Dial M For urder," called "Crime Parfait" Frederic Knott's "Dial M For Murder." called "Crime Parfait" (Perfect Crime) in its translation by Roger Feral, has been brought in for a stopgap appearance at the Palais Royal. It looks to do okay biz for its month stay. Play was originally a hit here four years ago and its suspense tactics have an in-ternational pull:

#### No Canadian Work Okav Leaves British Film Unit Victims of Plane Snafu

London, Sept. 27.

Trouble was airborne last week. but a British unit wasn't when Trans-Canada Airlines advised ight of 12 production personnel due to embark at London Airport for Toronto that they wouldn't be granted work permits on arrival. Remaining four men promptly sided with their companions and refused to take their seats in the

plane.

The dozen workers were skedded to sky for Canada for shooting on a semi-documentary feature, "Royal Canadian Mounted Police," for 20th Fox distribution, Local 20th-Fox officials were baffled by the air-line move towards the eight, and could only assume that the company was operating on some last-minute information from the Canadian authorities.

The four who could have flowed.

The four who could have flown, with assurances that the permit situation was okay, were a lighting cameraman, production manager, stills cameraman (a Canadlan national) and an accountant.

Position was being left to the Canadian end of the production venture to clarify, and London was hoping for an eventual "all-clear" call from on-the-spot producer Herman Webber.

## Now Central Casting Ltd.

London, Sept. 20.
In part for the convenience of
American producers shooting in
Britain, the British Film Producers

Britain, the British Ellm Producers Assn. Is changing the name of its Film Casting Assn. Ltd. to Central Casting Ltd. It's felt that "Central Casting" will, for one thing, have a more familiar and homey ring. Film Casting Assn. was estab-lished by the BFPA in 1946 for supplying crowd extras. There has, on occasion been some confusion in employers' minds between it and the Film Artistes Assn., which is another reason behind the current nameswitch.

Also BFPA feels that the hitherto monicker has suggested an ex-clusive interest in casting for fea-ture pix, whereas in fact the outfit also services tv, vidpix; etc.

## Basle's Duo Sets 37 Legit Events

Basle, Sept. 20.
The 1960-61 season at Basle's two theatres, Stadttheatre (opera, operetta, ballet, and legit) and smallseater Komoedie (legit), looms as particularly versatile. Lineup includes not less than 37 legit projects (though hardly all will be realized till next June), nine operas, six operettas, four ballets and 17 foreign guest stints, mostly legit.

Stadttheatre tead

operas, six operettas, four ballets and 17 foreign guest stints, mostly legit.

Stadttheatre teed off with Bizet's "Carmen," Donizetti's "Elisir.d'Amore" and a new play, Cesaire's "And the Dors Were Silent," with music by Herbert Fries. Other straight plays include Germanlanguage preem of Paddy Chayefsky's "Tenth Man," Robert Ardrey's "Shadows of the Heroes," William Saroyan's "Lily Dafon," Bert Brecht's "Puntila and his Servant," Synge's "Playboy of the Western World" and Samuel Beckett's "Krapp's Last Tape," among others. Opera and operetta repertory will consist of revivals or new productions of works by Wagner, Verdi, Tchaikovsky, Smetana, Haydn, Moussorgsky Johan Strauss, Offenbach, Franz Lehar, Karl Milloecker and others.

Stadttheatre's special forte, its ballet troupe directed by Wazlaw Orlikowsky, will present Benjamin Britten's "Prince of the Pagodas," Ravel's "Daphnis and Chloe," plus extended runs of two highly successful Tchaikovsky ballets, "Swan Lake" and "Nutcracker." Irene Shorik has been signed as new primaballerina. A guest stint of The World's Ballet also figures prominently on the program.

Komoedie has more than doubled its number of visitors since (Continued on page 24)

#### Ingmar Bergman Wraps Film, Mulls a Legiter

Film, Mulls a Legiter

Stockholm, Sept. 20.

Ingmar Bergman is wrapping up his new film, "See Through a Glass, Darkly," and plans to stage his first play at the Royal Dramatic Theatre in mid-October. The director, who hasn't worked in the theatre for 18 months, asserts that he won't make another picture for a year or more. "I want to devote myself to the theatre" he said, "It gives me nourishment."

Bergman was slated to direct Eugene O'Neill's "More Stately Mansic". However, the schedule has been changed as the director says he wants to "sneak" into the Dramatic Theatre without a lot of commotion. Meantime, the O'Neill play has been postponed until after New Year's and Bergman as yet hasn't decided upon his legit assignment.

"See Through a Glass" concerns a woman who loses her mind. Bergman ar recently completed three weeks of exteriors for the film on the island of Gotland in the Baltic. Harriet Anderson portrays the

#### Film Prods. Assns. To Sift Too Many Fests

London, Sept. 27.

International film fests, and the plethora thereof, will be on the agenda of the Oct. 27-28 administrative council meeting in London of the International Federation of of the International Federation of Film Producers Assns. One idea to be considered will be that some festivals should be held every alternate year instead of annually to ease present pressure.

Arthur Watkins, president of the British Film Producers Assn., will take the chair for the first time in his capacity of prexy of the international body.

## 'Soldat' Producer To Fight Ban By French Censors

Paris, Sept. 27.
The local press has given extensive space to the recently censored film, "Le Petit Soldat" (The Little Soldier), of Jean-Luc Godard, which was forbidden either local or foreign showing by the governmental Censor Board and Minister of Information Louis Ter-

enoire.

Film deals with the touchy Al-Film deals with the toucny Aigerian problem. The growing tough blue pencilling here led to the ban with the complete shelving, at least till further notice, of this production by "new waver"

this production by "new waver" Godard.
Godard, a film critic who made the hit "Breathless" with Jean Seberg, asserts he's hewildered by the ban and claims he was making a Gaullist film in objectively looking at both sides of the matter. He has also condemned the censors and says they seem to think that films are still in their nickelodeon phase and are not to be used to make people think, reflect, revise their opinions and, in general, become a part of the world of ideas. Godard maintains his pic is not a film on the Algerian war but takes place in Switzerland, where a French deserter is set upon by both Algerian reps and extreme rightist unofficial French reps. He points out that he shows both sides and castigates both actions. His man is a deserter only, he contends, because of opportunism and because it is necessary for the lolt since a man in his delicate

and because it is necessary for the plot since a man in his delicate position can be manipulated by both sides

position can be manipulated by both sides.

He says he is willing to cut some lines of dialog which censors took exception to like "The FLN (Al-grian rebels) will win the war be-cause they are fighting for an ideal and the French are fighting with-out one."

out one."

Meanwhile, pros and cons are springing up in press and film circles and focusing attention on the growing strictness of film censorship here under the Fifth Repub(Continued on page 24)

#### HONGKONG FILM HOPES **CENTRE ON FRISCO FEST**

Hongkong, Sept. 20.

Hongkong will take part in the International Film Festival opening in San Francisco Oct. 19-Nov. I.— A Mandarin film titled "Enchanting Shadow" has been entered under the Shaw Bros. banner.

The picture also showed at Cannes. Film stars Betty Loh Tih and was directed by Li Han-hslang, a two-time winner of the best director's award in the Asian Film Festival. The picture will be shown in San Francisco in the Mandarin dialect with English sub-titles. Submission of "Enchanting Shadow" to Yank notice confirms an earlier story of the determination of the Hongkong Chinese film industry, hard pressed for new markets due to shrinkage of markets in Southeast Asia, to show their wares to western markets. Another Shaw film, "The Kingdom and the Beauty," winner of the "Best Picture" award in the 1959 Asian Film Festival is being prepped for release this year in India and Australia. It is now showing in Japan.

It was originally intended to enter this film at the Erisco fete but the Shaw enterprise, not sure whether the eerie Chinese music in the film would go over well with American audiences, decided other-

## West End Firm: 'Naples' Sock \$23,000, 'Strangers' Stout \$14,000, 'Song' Sweet 12G, 2d, 'Ocean' Fast 19G, 3d, 'Love' 13G

#### Wave' Won't Bare Girl Divers in U.S. Version

Divers in U.S. Version
Tokyo, Sept. 20.
Allied Artists-Toho coproduction
of Pearl Buck's "The Big Wave,"
now rolling in Kyushu, will lens
diving girls in their working
clothes—bare to the waist and not
much left to the imagination on
their lower quarters.
As protection against censorship
for U.S. release, director Tad
Danielewski will shoot these sequences twice, once with divers undraped and once with covered
bosoms.

draped and once with covered bosoms.

Shapely Reiko Higa, a onetime Yokohama model, has been signed to play a fiery diving girl, called "Ama." A torrid love scene has been written into the script for her. She was previously seen in "Joe Butterfly" (U-I). Miss Higa joins Sessue Hayakawa and Tool actress Kyoko Takahashi in the all-Japanese cast.

## WB, Logan Mull Hard-Tix 'Fanny

Hard-Ix Fanny

London; Sept. 27.

"Even if Mr. Khrushehev never allows me to make another film at least I'm glad that I've made Fanny." So cracked Joshua Logan, who breezed into London to talk for 90 disarming minutes about his latest picture, which he has just wound up in Marseilles. Problem confronting Logan and his Warner Bros. associates is whether "Fanny" will run for over three hours with an intermission or be trimmed to two hours. Logan favors the longer version with the pic being a hard-ticket, special performance deal rather than go into a run-of-mill program with news reel and shorts.

"One thing I'm chary about," Logan said, "is having the film shown in France at all. They're pretty rugged individualists in Marseilles. They couldn't understand why a bunch of Americans dared to come to Marseilles to film a French subject with a German in one of the leading roles. The shopkeepers around the harbor were constantly casting and recasting the film.

"Leslic Caron was sniffed at because she is only a dancer in their view. They weren't happy at all about German Horst Buchholz representing a Frenchman. They weren't even satisfied with Frenchman Maurice Chevaller till they saw that he was playing a character part, with nary a suspicion of a protruding lower lip, roving eye or straw boater.

"But when they saw us using a helicopter to photograph their town they accepted us as professionals," Logan admitted. "Of course, I don't blame them. If a bunch of Frenchmen arrived to (Continued on page 24)

Lotsa Reservations For

#### Lotsa Reservations For Milan Film Trade Fair

Milan, Sept. 20.

The Milan Film Trade Fair (MIFED), at which worldwide new product will be shown to buyers from all countries, is heading for a success, according to early figures released here. These indicate that to date number of buyers and sellers reserving space and

London, Sept. 20.

West End first-runs are retaining the golden look that has persisted for months past, and not even the first sign of sunshine made any appreciable dent in the returns. Two newcomers got off to a fine start. "It Happened In Naples" grossed a resounding \$14.800 in its first four days at the Plaza, and was heading for a smash \$23,000 or more for the full round. At the Odeon, Leicester Sqaure, "Strangers When We Meet" looked to finish its first week at over \$14,000, after a fine \$9,000 in the weekend.

Eoldovers are also maintaining

\$9,000 in the weekend.

Holdovers are also maintaining their healthy look. "Song Without End" finished its second sesh at the Columbia with a fine \$12,000; "Ocean's Eleven" was almost \$19,000 in its third Warner week, and "Let's Make Love" grossed a solid \$13,000 in its third sesh at the Carlton.

#### Estimates for Last Week

Astoria (CMA) (1,474; \$1.20-\$1.75) — "There Was a Crooked Man" (UA) (3d wk). Fair \$4,700, better than previous week. "Too Hot To Handle" (WP) opens Sat.

better than previous week. "Too Hot To Handle" (WP) opens Sat. 22.

Carlton (20th) (1,128; 70-\$1.75)—"Let's Make Love" (20) (4th wk). Likely \$10,600. Over \$13,100 previous week. Stays one more round with "High Time" (20th) following Sept. 29.

Casino (Indie) (1,155; \$1.20-\$2.10) — "South Seas Adventure" (Robin) (46th wk). Fancy \$19,200. Columbia (Col) (740; \$1.05-\$2.50)—"Song Without End" (Col) (2d wk). Stout \$12,000. Fine \$10,-300 in opening week of five days. Dominion (CMA) (1,712; \$1.05-\$2.20) — "South Pacific" (20th) (127th wk). Great \$23,000.

Empire (M-G) (1,700; \$1.05-\$2.80)—"Ben-Hur" (M-G) (39th, wk). Capacity \$31,000 for 13 performances. Leicester Square Theatre (CMA) (1,375; 50-\$1,75) — "Three Moves to Freedom" (Rank) (3d wk). "Picadilly Third Stop" (Rank) 3d wk). Moderate \$4,500. Poor \$5,200 previous week. "Surprise Package" (COl) opens Sept. 22.

London Pavilion (UA) (1,217; 70-\$1.75)—"The Fugitive Kind" (UA) (3d wk). Hefty \$10,000. Over \$11,-900 previous week.

Metropole (CMA) (1,410; \$1.05-\$2.20) — "Can-Can" (20th) (25th wk). Solid \$10,800.

Odeon, Leicester Square (CMA)

Metropole (CMA) (1,410; \$1.05-\$2.20) — "Can-Can" (20th) (25th wk). Solid \$10,800.

Odeon, Leicester Square (CMA) (2,200; 70-\$1.15)—"Strangers When We Meet" (Col) (1st wk). Heading for stout \$14,000.

Odeon, Marble Arch (CMA) (2,200; \$70-\$1.75—"Anna of Brooklyn" (Col) (2d wk). "All The Young Men" (Col) (2d wk). Fair \$7,000.

Just under \$8,400 previous week. "The Time Machine" (M-G) preems Sept. 29.

Sept. 29.
Plaza (Par) (1,902; 70.\$2.10)—"It
Happened in Naples" (Par) (1s.
wk). Fancy \$23,000 likely after
smash \$14,000 in first four days.
Rialto (20th) (592; 70.\$1.20)—

(Continued on page 24)

## Shipman & King Exec

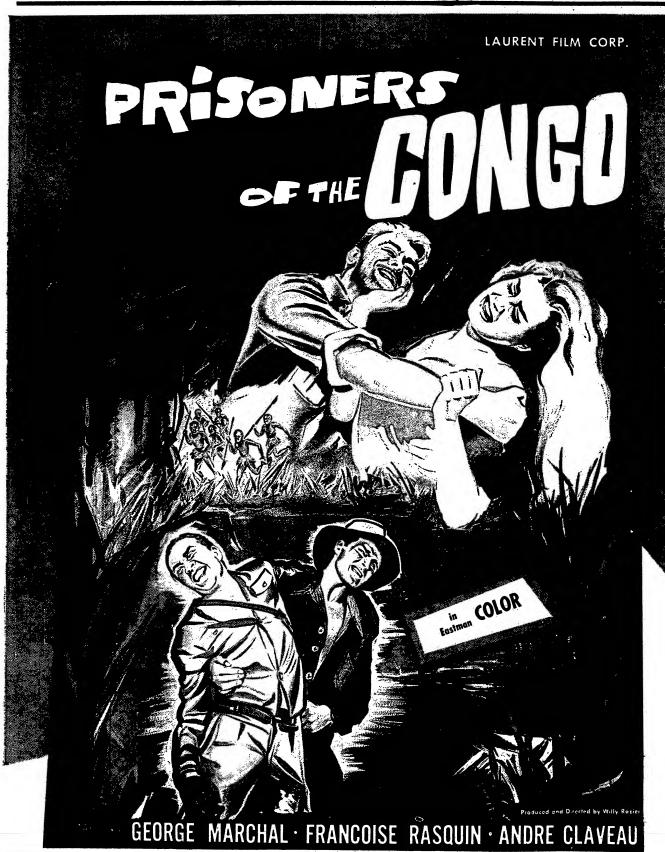
Urges Govt. to Repeal 'Ancient' Sunday Laws

Ancient Junday Laws
London, Sept. 27.
An appeal to the government for
legislation to abolish "the ancient
and anomalous" Sunday Observance laws under which picture
theatres may not open on Sundays,
except by permission of the local
authority, and then only by paying
a variable levy to charity, was
made by Brian Manning presiding
at the annual stockholders meeting
held by the Shipman & King Circuit,

a variable levy to charity, was case that to date, number of buyers and sellers reserving space and projection time for the Oct. 10-20 affair already tops total at first meeting this spring, when 170 company reps (102 of them foreign-based) attended the MIFED from some 28 different countries.

Volume of business at the spring even revolved around 306 feature films and 205 documentaries, which kept MIFED's eight projection rooms busy for some 460 hours. Event had to be extended a day to meet demand during the April session. Newest requests have come from Argentina. Brazil, Ceylon, Pakistan and Hungary, mostly from huyers and distribs?

## SAVAGE VIOLENCE behind the CONGO CURTAIN!! THE BOLDEST ADVENTURE OF THEM ALL!!



National Distribution

### ATLANTIS FILMS, INC.

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#### LAURENT FILM CORP.

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JUdson 2-8060

Now in Release
BRIGITTE BARDOT
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## THE SURPRISE THRILLER OF THE YEAR!!

DEADLY!...with a DARE!...with a DRINK!...with a DAME!!



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at her most provocative in
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### ATLANTIS FILMS, INC.

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### New York Sound Track

Maurice Chevalier's autobiography, "With Love," hits the stands in N.Y. next Thursday (6). Husband-wife writer team of Eileen and Robert Mason Pollock, who reap the "as told to" credit on the book, planed back to New York from London Sunday (25) after an extensive European tour garnering copy for Reader's Digest articles. "Twas on a previous such trip that they let Chevalier and tied up the autobiog deal.

Ad in Newsday lists following double bill at Westbury Drive-In in Long Island: "Murder Inc." and "Dinosaurus." Insert in copy notes that children under 12 are admitted free . . . Cinerama bowed yesterday (Tues.) at Charles Regan's Indiana Theatre in Indianapolis. Theatre, which was refurbished at a cost of \$150,000, will have an exclusive run in the state. B. G. Kranze, Cinerama Inc. v.p., was on hand for the opening . . Si Seadler, Metro's eastern ad manager, will give a dissertation on film company vice presidents when he introduces United Artists v.p. Max Youngstein at the Cinema Lodge luncheon tomorrow (Thurs.) at the Hotel Astor honoring Youngstein.

Decca-Universal prexy Milton R. Rackmil faces the New York Society of Security Analysts at a luncheon Oct. 3 . . The controversy whether "to dub or not to dub" foreign films, popped by N. Y. Times film critic Bosley Crowther who surprised everybody by coming out for dubbing, has spread to Canada. Gerald Pratley, in the Toronto Star, Joins the anti-dubbing camp, taking issue with the pro comments of Canadian exhibitor-distributor, N. A. Taylor, Pratley maintains that "the voice is such an important part of acting, reflecting the emotional and dramati-expression of the actor during the moment he is creating the role, that it becomes impossible for another person to speak for him ig another tongue." Pratley, also a Canadian Broadcasting Co. critic, contends "there never will be any justification for the dubbing into English of distinguished foreign films". . Kirk Douglas, star and executive producer of "Spartacus," in town for bally activity in connection with

Alan Ladd acquired "Gold Cup." original yarn by Bill Spillane re Alam Ladd acquired "Gold Cup." original yarn by Bill Spillane revolving around jockey involved in \$100,000 race at Hollywood Park, for production under his Jaguar banner and to star son David . . . Warner Bros. will release "The Roman Spring of Mrs. Stone," starring Vivien Lelgh and directed by Jose Quintero . . . 20th-Fox assigned Henry Weinstrain to produce "Watcher in the Shadows," to roll in England next Spring . . William Alland signed with Columbia Pictures to produce program of exploitation pix including pair of seif yarns, "Kra!" and "Dimension Four". . , Columbia filed protest with MPAA against Metro's registration of "Winning the West" as too similar to its own "Winning of the West," Gene Autry 1953 starrer. At the age of 103 William Walden of Winning made his first plane

tures to produce program of exploitation pix, including pair of seifiyarns, "Kra!" and "Dimension Four". Columbia filed protest with
MPAA saginst Metro's registration of "Winning the West" as too
similar to its own "Winning of the West," Gene Autry 1953 starrer.

At the age of 103, William Walden of Winning made his first plane
trip last week to appear in "Whiskey Gap," a National Film Board of
Canada film being produced in southern Alberta. He has never worn
glasses, though he watches ty, smokes a pipe but has given up alcohol.

A fur trapper most of his life, he was also for five years a police scout.

Al Daff, former executive v.p. of Universal and now executive producer of Lloyd Young & Associates, left for London in connection
with business dealings with Young's upcoming production, "Amritsar,"
to be filmed in England and India. Denver continues to be the
most popular testing ground for important blockbuster entries. Latest pleture to be "inselect" there was Paramount's "One-Eyed Jacks,"
with Marlon Brando as star and director. Previously "Ben-Hur" and
"The Alamo" were previewed there. Henry T. Weinstein, formerly
of WNTA's Play of the Week and now a 20th-Fox producer, weds
Irna Neumann on Sunday 2.º at N.Y.'s Temple Emanuel. Metro
statisticians report that 10,000,000 people have attended "Ben-Hur"
showings in the U.S. and Canada. At Loew's State. NY, the paid
admissions have passed the 1,000,000 mark . Erabassy Pictures
prevy Joseph E. Levine to Rome over the weekend to confer with
Italo producers . Carmen Dillon, only woman art director in films,
has been retained by George Glass and Walter Seltzer for "The
Naked Edge." the United Artists release which starts next month at
ABPC Studios near London . Metro has set 30 special engagements
of "Butterfield 8" for the Thanksgiving period.

Writer-director Joe Mankiewicz leaves this week for Alexandria,
Ezypt, to soak up atmosphere for "Justine," the script he's adapting from Lawrence Durrell's 'Alexandrian tetralogy, Hefl) be directing it for produce

•••••

Laurence Harvey in "A Distant Trumpet," Paul Horgan novel, with Jack Clayton to direct, Alan LeMay to script ... Merry Anders with Jim Davis in Zenith's "Aces Up" for United Artists release ... Irving H. Levin, who produced "Hell to Eternity," purchased "Magellan," screen treatment by N.Y. writer George Sonney, for his Atlantic Pictures banner and goes to Europe next month to pitch to Phill Karlson and Jeffrey Hunter to handle director-star assignment, respectively, which they also did for "Eternity."

Metro switched "Thy Will Be Done," autobiog of Episcopalian rector Arthur Wilson, from John Houseman to Paul Gregory's production slate ... Warner Bros. will shoot. "The Music Man" and "Gypsy" in hoth 35m and 70m ... Rafer Johnson, Olympics decathlon champ, inked by 20th-Fox to term pact and cast in George Sherman production, "Journey into Danger" ... Phil Karlson withdrew from directing Richard Widmark indie for U, "The Secret Ways," after a script hassle ... Howard St. John snagged role in Richard Zanuck's "Sanctuary" for 20th release ... Martin and Robert Caplan, Miami Beach exhib-producers, will produce "The Fabulous Hoosier," biopic of Florida booster Carl Graham Fisher, at reported \$2,200,000 budget.

Amidst the recent hurricane wreckage at Morehead, N.C., a theatre marquee remained upright, still advertising "One Foot in Hell."

#### **Hollywood Production Pulse**

#### ALLIED ARTISTS Starts, This Year ......5 This Date, Last Year .....7

"THE BIG WAVE"
(Shooting in Japan)
Prod.—Pearl S. Buck.
Dir.—Tad Danielewski
Sessue Hayakawa
(Started Sept. 15)

#### AMERICAN INT'L

This Date, Last Year.....3

MASTER OF THE WORLD"
American International Picts.)
Prod.—James H. Nicholson
Frod.—James H. Nicholson
Frod.—James H. Nicholson
Frod.—William Witney
Vincent Price, Charles Bronson, Henry
Hull, Mary Webster, David Frankham. Vitto Scotti, Wally Campo,
Richmond Harrison
(Started Sept. 9)

#### COLUMBIA

This Date, Last Year .....20

"THE GUNS OF NAVARONE"
Glighroad Prods.)
Ghooting in Loon
(Shooting in Loon)
Ghooting in Loon
(Shooting in Loon)
Assoc, Prods.—Cecil Ford, Leon Becker
Dir.—J. Lee Thompson
Gregory Peck, David Niven, Anthony
Guinn, Stanley Baker, Anthony
Gunyle, James Direct Alan
Golell, Percy James Dere ever
Golell, Percy Rerbert, Alan
Cuthbertson, Michael Tubshaw, James
Robertson Justice
(Started Feb. 8)

(Started Feb. 3).

(Marrican Film Prods.)

(American Film Prods.)

(Michael Craffs. Joan Greenwood, Michael

(Callan.)

(Gary Merrill.)

(Barted June 20)

(Barted June 20)

Herbert, Nigel Green.

(Started June 20)

"THE GREENAGE SUMMER"

(P.K.I. Pictal.).

(Shooting in France)

Frod.—Victor Sevile

Kenneth Moore: Danielle arrieux.

Susannah Yorke

Susannah Yorke

Susannah Yorke

Kender Green Green Green

"THE DEVIL AT 4 O'CLOCK"

(Selow Kohlmar Prods.)

Frod.—Fred Kohlmar

Dir.—Mervyn LeRoy

Spencer Traty. Frant: Kerwin

Spencer Traty. Frant: Aunont. Barber Luna. Gregoire Aslan. Alexander

Scourby, Bernie Hamilton

(Started Sept. 22)

#### WALT DISNEY

Starts, This Year..... 2 This Date, Last Year..... 5

PETTICOATS AND BLUEJPANS"
Prod.—Walt Dieney
Assoc. Prod.—George Golitzin
Dir.—David Swift
Hayley Mills. Maureen O'Hars. Brian
Keith, Joanna Barnes, Una Merkel
(Started July 18)

#### **METRO**

"RING OF FIRE"
(Andrew & Virginia Stone Prods.)
(Shooting in Oregon)
Pro-Dir.—Andrew Stone
David Janseen. Joyce. Taylor, Frank
Gorshin, Jimmy Johnson, Joel Marston
(Started Sept. 7)

#### **PARAMOUNT**

Starts, This Year.....11
This Date, Last Year.....20

"THE COUNTERFEIT TRAITOR"
(Periberg Seaton Prode.)
(Shooting in Hamburg, Ger Prod.—William Periberg Division of Seaton Division of Seaton Griffith (Started June 7)

#### 20th CENTURY-FOX

Starts, This Year ......22
This Date, Last Year .....18

"SANCTUARY"
(Darryl F. Zanuck Prod.)
Prod.—Richard Zanuck
Dir.—Tony, Nichardson
Bradford Dillman, Reda Shaw, Harry
Tomes, Wyatt Cooper
(Stated July 28)

FLAMING STAR"
Prod.—David Weisbart
Dir.—Don Siegel
Elvis Presley, Dolores Del Rio, Steve
Forrest, John Mcintire, Rudojph
Acosts, Barbara Steele, Douglas Dick,
Cont. Surbara Jackel, Ton
Reses Carl Weichard
(Started Aug. 16)

(Started Aug. 16)

(MISTY"
Prod.—Robert Radnits
Dir.—James B. Clark
David Ladd, Arthur O'Connell, Anne
Seymour. Pam Smith
(Started Aug. 22)

TESS OF THE STORM COUNTRY"
Prod.—Everett Chambers
Dir.—Paul Guilfoyle High, Wallace Ford,
Jack Gling, Archie Duncan
(Started Sept. 12)

CLEOPATRA"
Shooting in England)
Prod.—Walter Wanger
Dir.—Rouben Mamoulian
Elizabeth Taylor, Stephen Boyd, Peter
(Started Sept. 15)

Finch
Started Sept. 15)
ROYAL CANADIAN MOUNT!
Prod.—Herman Webber
Dir.—Burt Kennedy Stitute CANADIAN PROVAL GANADIAN PROVAL FOR STATUS OF ST

#### UNITED ARTISTS

This Date, Last Year.....12

"THE MISFITS"

(Seven Arts for UA)

(Fred Arts for UA)

(Fred Garlen Ritter, Ell Walder)

(Started July 18)

(South Seven Mocarthy, Estell Win
(Started July 18)

(Shooting in N.Y)

(Started July 28)

(WEST SIDE STORY"

(Started July 25)
"WEST SIDE STORY"
(Mirisch Picts. Seven Arts for UA).
Prod.—Robert Wise
Dir.—Robert Wise, Jerome Robbins
Natelle Wood, Richard Beymer, Russ
Tamblyn, Rita Moreno, Geor ChaRiris
(Started Aug. 8)

"THE HOODLUM PRIEST"
(Murray-Wood Prod. for UA)
(Shooting in St. Louis)
Prods.—Don. Murray, Walter Wood
Dir.—Irvin Kershner
Don Murray, Larry Gates, Cindi Wood,
Logan Ramsey, Keir Dullea, Don
Joalyn
(Statted Aug. 23)

(Started Aug. 20)
"FOLLOW THAT MAN"
(Epiney Prods. for UA)
(Shooting in London)
Prod.—Charles Leeds
Dir.—Jerome Epstein
Sydney Chaplin, Dawn Addams
(Started Aug. 29)

"ACES UP"

(Shooting in Canada)

(Zenith Picts. for UA)

Prod.—Robert E. Kent

Dir.—Edward L. Cahn

Jim Davis, Merry Anders

(Started Sept. 20)

#### UNIVERSAL

Starts, This Year ......10 This Date, Last Year.....5

THE SECRET WAYS' leath Prod.) hooting in Vienna) Prod.—Richard Widmark Assoc. Prod.—Euan Lloyd Dir.—Phil Karlson Richard Widmark. Sonja Zieimann, Wal-ter Rilla. Charles Regnier, Howard Vernon, Senta Berger, Helmuth

ter Rilla, ( Vernon, S Janatsch (Started Aug.

Started Aug.
THE ATH MAN".
Prod.—Sv. Bartlett
Dir.—Delbert Mann
Tony Curtie. James Pranciacus, Mirlam
Tony Curtie. James Pranciacus, Wirlam
Nathan. Bruce Bennett, Paul Comi
(Started Aug. 15)

COME SEPTEMBER"
Seven Picts. Ul Prod.)
Shooting in Italy)
Prod.—Robert Arthur
Dir.—Robert Muligan
Rock Hudson. Gina Lollobrigida, Sandra
Rock Hudson. Gina Lollobrigida, Sandra
Michael Eden. Ronald Howard
(S(arted. Sept. 7)

(Started, Sept. 7)

\*\*BACK: STREET"

Ross Hunter-Carrollton Prod.)

Prod.—Ross Hunter

Dir.—David, Miller

Susan-Hayward, John Gavin, Vera

Virginia Grey

Gtarted Sept. 21)

#### WARNER BROS.

Starts, This Year....... This Date, Last Year ......9

#### INDEPENDENT

Starts, This Year.......37 This Date, Last Year......45

THE ANSWER"
Glenwood-Neve Prods.)
Frod-Dir-Related of Prod-Dir-Related of Pont
Paul Lukather. Joan Harvey. James
Stapleton, Ted Oils, Larry Haddon,
Michael Rye, Irlah McCalla
Glarted Sept. 13)

.tstarted Sept. 13)
"AIMEZ-VOUS BRAHMS?"
(Shooting in France)
Prod. Dir.—Anatole Litvak
Ingrid Berman, Yves Montand, Tony
Ferkins
(Started Sept. )

#### Famous Players Mgrs. Get An Earful in 1st Nat'l Meet Since '39

Toronto, Sept. 27.

Talks on upcoming film product and such additional and diversified entertainment activities by Famous Players (Canadian) as free and pay-see ty, bowling and concessions were heard by over 200 trans-Canada managers and partners in a four-day convention 112trans-Canaga managers and part-ners in a four-day convention (12-15) at the Park Plaza, Toronto, Apart from Famous Players re-gional gatherings this was the first national convention held since

1939.
With J. J. Fitzgibbon, prexy of FP-Can chairing, reps of the largest chain in Canada heard spokesmen talk of their forthcoming films. These included such New York visitors as Abe Montague, veepee of Columbia Pictures, plus Rube Jackter, sales manager, and Bob Ferguson, advertising manager, Sid Deneau, Canadian supervisor for Paramount: Glen Norris. sor for Paramount; Glen Norris, sales manager, 20th-Fox; Charles Boasberg, sales manager, Warner Bros., and Bob Mochrie, Metro

Boasberg, sales manager, warner, Bros., and Bob Mochrie, Metro sales v.p.

Speakers on Canadian distribution included Peter Meyers, managing director, 20th-Fox; Gordon Lightstone, veepee - g.m., Paramount; Jack Bernstein general sales manager, Allied Artists; Hatton Taylor, g.m., Empire-Universal, speaking for Disney productions; Louis Rosenfeld, prexy, Columbia Pictures of Canada. Columbia Pictures of Canada.

Delegator was a constant of Canada.

Delegates were also addressed by Lewis A. Novins, prexy of In-ternational Telemeter and veepee of Paramount; later were taken on an inspection tour of the FP-Can Telemeter setup in a Toronto suburb, plus a demonstration.

urb, plus a demonstration.

District managers also saw a screening of bowling alley economics and seating capacities. Jack Fitzgibbon of Theatre Confections Ltd. and Lloyd Pearson of General Sound and Theatre Co. Ltd. thoth FP-Can subsidiaries) also spoke James R. Nairn, FP-Can director of exploitation and publicity, outlined future aims; was also in charge of all convention arrangements, including an FP-Can barbeque roundup at Nat Taylor's ranch.

#### SUBTITLED H'WOOD PIX FOR DEAF VIA GOVT.

Dallas Sept. 27.

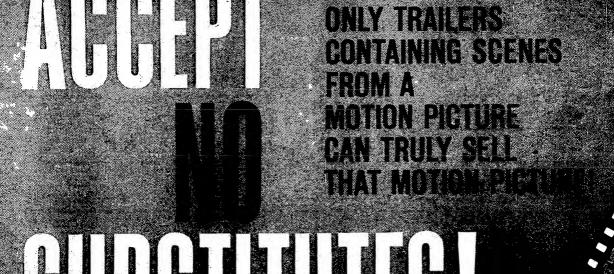
The Dallas deaf are being invited to special showings of Mollywood productions with subtitles, like the old silent film being shown at the Western Heights Church of Christ. First film shown was "It Came From Beneath the Sea." a Columbia release which had sound for members of families of the deaf, Ralbh Churchill aftorney and

Ralph Churchill, attorney and teacher; for the deaf, announced that the film was the first of many to come under a new U.S. Government organization for the education and entertainment of the handton and the same than the same th dicapped.

According to Churchill, who arranged the local showing, the films regular Hollywood releases, are leased by the Government and the subtitles added. A film library of about 50 new and old movies has already been established in Washington, D.C.

ington, D.C.

The films have been available for about a month with Dallas being one of the first crites to take advantage of the project. Plans call for the showing of one film a month for the next six months for the city's deaf and their families. Series will include "The Littlest, Outlaw" and "Treasure of Sierra Madre."



Hard sell...
soft sell...
there is
no substitute for
a scene trailer...
and only trailers
prepared by COLUMBIA
can carry scenes
from COLUMBIA pictures!

## **Censor Declines Comment in Atlanta;**

Battle lines are being drawn for another legal fight against Atlanda's often-attacked motion picture censorship ordinance.

Independent Film Importers independent riim importers and Distributors of America (IFIDA) finally have made good on their long standing threat to make Allenta a battleground in their fight against censorship of their product.

against censorship of their product.

IFIDA has raised a special "war fund" to finance their fight and has retained services of well known Atlanta law firm, Heyman, Abram and Young, in their all-out attempt to overthrow censorship ordinance, it was revealed Wednesday (21).

Mrs. Christine Smith Gilliam

Mrs. Christine Smith Gilliam, motion picture censor of the City of Atlanta for past 15 years, whose only knowledge of IFIDA's plans has been gained via the trade press, said that due to the "highly technical and legal aspects of the case" she was unprepared to comment.

"I have received no official notice of any such action," lady censor added, "although I have read of the plans."

of the plans."

Mrs. Gilliam, wife of Alderman
Ed Gilliam, who is chairman of Atlanta Police Committee, pointed
out that Atlanta "has had a board
of film censors for a long time."
Her predecessor, the late Mrs.
Alonzo Richardson, held the post
for more than 22 years.

B. B. B. Brandt member of the

for more than 22 years.

R. P. Brandt, member of the Board of Governors of IFIDA, is seed this statement:

"For some years our organization has been concerned over the highly arbitrary methods and capricious decisions of the Atlanta Censorship Board. Because of these decisions, some 30 or 40 motion pictures controlled by our membership—a number of which have Production Code Seals and approval of the Legion Seals and approval of the Legion of Decency—have been prevented from exhibiting in Atlanta motion picture theatres."

Morris Abram, of the legal firm, Morris Abram, of the lega Irlin, said the case would require prior study, but probably would be filed in "the next week or two." He added that any film selected in a test case would be of "high artistic standards and quality."

standards and quality."
Certainly we oppose offensive or obscene display of any sort," the Allanta barrister said, "whether on the screen or in the newspapers, but obscenity is a matter of court decision, we hold, and not a matter of individual fiat."

Three discontinuations.

Three films which Mrs. Gilliam

of individual fiat."

Three films which Mrs. Gilliam turned down were "Room At the Top," "The Case of Dr. Laurent" and "Naked Amazon." He explained that latter two have Production Code seals.

"Room at the Top," an English producer made by Romulus Films. Ltd., and released by Continental Distributors, Inc., was projected into limelight in this area when it was given six nominations for Academy Awards and won an Oscar for Simone Signoret as "Best Actress." Picture subsequently enjoyed lengthy runs in suburban theatres outside Atlanta city limits and nearby towns. Mrs. Gilliam's principal objection to "Room" was that, in her judgment, dialogue was that, in her judgment, dialogue was "too earthy."

Drive-in theatres have been dongland office busness with "Dr. Laurent," too.

Court action has been taken three times in the past 14 years on the creasory of America delegates at their convention here last week. "It will be the most extensive the public relations and the creament of the proposition of the object of the production of the object of the production of th

Court action has been taken three times in the past 14 years on the censorship ordinance, which is aimed at preventing "the display of obscene or licentious pictures or other pictures that may adversely affect the peace, health, morals and good order of the city."

In 1946, City of Atlanta won the right to ban "Scarlett Street" when the Georgia Supreme Court refused to rule on the constitutionality of the ordinance.

#### Suburban 'Windjammer'

Philadelphia, Sept. 27,
"Windjammer" hits the suburbs
here Oct. 12 at the Keswick Theatre, Glenside. Owner Mel Konwill shut down the house for one
day to install the Cinemiracle
equipment day to install the Cinemiracle equipment.
Outlying theatre will follow the

Outlying theatre will follow the midtown procedure and kick off with a benefit gala. Opener is sponsored by the Montgomery filming, as well as behind the County Chapter of the Pennsylvania Assn. for Retarded Children. Production marks the first introduction of a road show, hard to Hollywood and new worldwide ticket policy in the local suburban interest in topic of films, according to Lesser.

MIDER, BETHEDUA, MU.

Washington, Sept. 27.

K-B Theatres, independent chain owning seven film houses in the Washington area, three of them screening first run motion pictures, has purchased the lease of the Hiser Theatre in suburban Bethesda, Md., from proprietor John H. Hiser.

K-B, under direction of Marvin J. Goldman and Fred Burka, takes over the subsequent run house Oct. 1, when it will be closed for renovation and redecoration. It will be renamed the Baronet.

## Seek Renewal Of 'Don Juan' Rights As Lawsuit Hedge

Times Film is negotiating for in extension" its contract for dis-"an extension" its contract for dis-tribution of the Austrian opera-film, "Don Juan," pic cited in the distrib's suit against the City of Chicago's film licensing ordinance. Case is scheduled to be argued before the U. S. Supreme Court-week of Oct. 17.

When Times filed its brief with an extension'

week of Oct. 17.

When Times filed its brief with the Supreme Court two weeks ago, it was announced that the distrib's rights to the pic had lapsed. Point was regarded as an important one you some industry lawyers who speculated on whether or not the High Court would rule on the matter since the property involved is not now under control of the distrib. Times counsel Felix Bilgrey denies that this can have any bearing on the case, since company had the rights to the film at time the suit was filed. He says in effect that a distrib can't be expected to sue only on those pictures for which he has the permanent rights.

Nevertheless, Times is in current negotiations to retain rights to the picture for another five or seven-year period. It's reported that negotiations were started before the earlier contract. Iapsed and thus when successfully concluded, will be actually an extension of the old contract. Wein Films is producer, with Munio Podhorzer acting as producers rep in New York.

"It will be the most extensive year-round public relations and merchandising event in the history of motion pictures," he said.

of motion pictures," he said.

Lesser, chairman of the HMP&
TM Commission appointed by the
Los Angeles County Board of
Supervisors to create the institution, declared the museum as projected will have "live" attractions
demonstrating all the processes of
Slowking including setual shoot. filmaking, including actual shoot-

ing.
"More than 4,000.000 tourists visited Southern Californi during the last 12 months, and virtually every one of them wanted to see how motion pictures are made," he said. "Because the studies, naturally, are unable to accommodate them, many went away disappointed. The museum, with its practical soundstage, will make it possible for the public to see actual filming, as well as behind the scenes processes."

Museum therefore will be a

#### **Basie Sets**

VARIETY

Previous Challenges There Failed

Atlanta, Sept. 27.

Innes are being drawn for legal fight against Atlanta, and resulting ordinance.

HISER, BETHESDA, MD, Washington, Sept. 27.

K-B Theatres, independent chain have made good on their seven film houses in the second or seven film house in the second or seven film houses in the second or seven film house in the second or seven film house in the second or seven film houses in the second or seven film houses in the second or seven film house in

As a pre-seasonal venture, Ko-moedie staged an open-air produc-tion of Shakespeare's "Merry Wives of Windsor," whilst season officially opened Sept. 3 with iniofficially opened Sept. 3 with initial Swiss performance of Bert Brecht's "Caucasian Chalk Circle." Other legit items include Jean Genet's "Balcony." Jean-Paul Sartre's "Hermits of Altona." Friedrich Duerrenmatt's "Frank V" and "Evening Hour in Late Autumn." two Jean Anouilh plays as well as first production of three Federich Carcia Lorca one-acters and stage adaptation of a Gottfried Keller story, "Der Landvogt von Greifensee."

story, "Der Lanuvost vas see."

Guest stints at both Basle houses include, at Komoedie, Jerome Kilty's "Dear Liar" with Elisabeth Bergner and O. E. Hasse in the Cornell-Aherne roles, Robinson Jeffers "Medea" with Hilde Krahl and Paul Hartman and at Stadtheatre, Garson Kanin's "Born Yesterday" with Hildegarde Nefi. French road company, Galas Karsenty, will present among others, Eugene Ionesco's "Rhinoceros" (the Jean-Louis Barrault Paris production), British meller "Not in the Book" by Arthur Watkyn, Jean Jean-Louis Barrault Paris produc-tion), British meller "Not in the Book" by Arthur Watkyn, Jean Anouilh's "Fighting Cock" and Felicien Marceau's "Good Soup," both recent Broadway flops, but longrun hits in Paris.

#### **WB-Logan**

Continued from page 2 = film 'Huckleberry Finn' in the mid-

west we'd probably not take them very seriously."

very seriously."

Logan was unabashed when accused of extravagance in not having settled the length of the film before its completion. "It's a several-million-dollar project." he said and it's worth jettisoning some footage if cutting is going to help the finished project. I don't want to cut because it will mean losing some splendid comedy from smaller performers.

"And it might affect the per-formances of Chevalier and Buch-holz. Chevalier in ists that this starts a new career for him, though it's a bit odd, I think, for an artist of his age to start talking about a career'."

Logan is taking the film back to the States for final work. His next project is Moss Hart's "Act One."

#### 'Soldat' Prod.

Continued from page 33 :

Beauregard, along with director Godard, has charged that the governmental decision is strictly on political grounds and in flagrant contradiction of recent statements by ministerial film reps and industry biggies.

try biggies.

Beauregard will fight the ban and intends to appeal to the Culture Ministry, headed by Andre Malraux. However, the Info Ministry is concerned with censorship and Culture with other pic matters. He is willing to present a new version in three months with a new title in which all referencs to the Algerian war would be expunged.

#### **West End**

Continued from page 61 'One Foot In Hell" (20th) 3d wk).

Neat \$5,800.

Neat \$5.800.

Ritz (M-G) (432; 70-\$1.75)—"Doctor In Love" (Rank) opened yesterday (Mon.) (4). In ahead, "Dentist in the Chair" (Renown) (2d wk). Fair \$3.000.

Studio One (Indie) (556; 50-\$1.20)—"Pollyanna" (Disney) (7th Wk). Steady \$4.300.

Warner (WB) (1,735; 70-\$1.75—a "Ocean's Eleven" (WP) (4th wk). Likely \$18,000 or more. Over \$19.000 previous sesh. Opening round hit alltime theatre record for gross and admissions at over \$26,300.

## Dept. of Sweeping Indictments

#### Hollywood Churches of Christ Rep Modifies His Charge That Films Poison U.S. Image Overseas

George Helmrich, chief of the merce, if this sort of thing goes Hollywood bureau of the National Council of Churches of Christ, seems to have done it agai Exec, who got into hot water last year with a statement to the effect that with a statement to the effect that sex and violence were running rampant in American films. Thursday (22) was quoted in a dispatch from Hollywood saying that American films are "the principal source of resentment against the United States and the most fruitful source of misinterpretation of American life."

Thursday afternoon, the New York office of the NCCC's Broad-casting & Film Commission "sent out the following, statement by its West Coast executive, Mr. George Heimrich:
"I have never implied that all

Thave never implied that all merican films are guilty of dealing in an overemphasis on sex and violence for the sake of sex and violence so as to give a false and damaging picture of American life and our standards of value.

"'Over the years there have been many pictures which have made variable contributions to so-ciety, both here and abroad."

Interesting to reporters was fact that this statement from the NCCC's Broadcasting and Film Commission was brought around in envelopes of the Motion Picture Assn. of

Heimrich's statement-the one Insued in New York—went on to commend such pictures as 'Diary of Anne Frank,' "The Ten Com-mandments," "The Nun's Story," "Ben-Hur" and five others.

"Ben-Hur" and five others.

Whereas his Hollywood statement suggested that Hollywood had not learned to respect the "new freedom" granted by recent Supreme Court decisions and that the industry continues to live. "in an ivory tower or an ivory sewer." his Issued-from-New York statement winds up rather mildly, substituting "too many" for the all-embracing "all":
"There have been over the part

"There have been over the past years too many motion pictures being produced in Hollywood which overemphasize sex and violence. As a result, leading authorities not only in this country but overseas have constantly called to the attention of Hollywood the damage being done to the minds and morals and living habits of viewers. Furthermore, these pictures create an image of America overseas that Is damaging."

Investigation in N. Y. following "There have been over the past

Investigation in N. Y. following the release of the two statements revealed that the Heimrich quotes re "new freedom" and "ivory sewer," to which the MPAA toook violent exception, had actually been quotes from other industry people which Heimrich recalled to make his own points stronger.

#### Worry Chorus Swells

Banner-line story in Variety two weeks ago detailed how many of the current theatrical boxoffice of the current theatrical boxoffice winners are so distinguishable from commercial television pro-gramming. Big production values on the widescreen and, of par-ticular significance, the striking trend toward the type of cinematic material that's simply too harsh (or use your own word) for the family-intimate living room.

intimate living room.

Bosley Crowther took his turn at bet, in the Sunday (25) Times. Critic was particularly annoyed with "Dark at the Top of the Stairs." Opening of this Warner release at Radio City Music Hall actually was the peg for his piece which was sub-headed "A Blast at Mercenary Sordidness in Films."

This one and others such as "Suddenly Last Summer," "From the Terrace" and "Strangers When We Meet," said Crowther, have betrayed a concentrated predilection on the part of major producers with the abnormal and crass aspects of sex."

The neutral observer may be allowed to guess that this sort of thing will go on. For, as stated earlier, the top money-makers are either the epics or the "adult" entries.

#### **JOURNALISTS EXCLUDED** FROM CHURCH SESSION

Film and radio-tv execs will be among the participants in a special

Film and radio-tv execs will be among the participants in a special two-day forum today (Wed.) and tomorrow (Thurs.) in New York sponsored by the Broadcasting & Film Commission of the National Council of The Churches of Christ.

The meeting, which is closed to the press; is described as "the first semi-annual program planning conference" of the B & F commission, and, as far as the film people are concerned, is a follow-up to the meeting held in Hollywood early in the summer between NCCC exces and film company heads. Sitting in on the meeting, and giving their views for the pic industry, will be Paul N. Lazarus Jr., Columbia veep, and Kenneth Clark, Taylor Mills and Margaret Twyman for the Motion Picture Assn. of America.

Purpose of the meeting is not to set policy but to provide an formal and off-the-record forum for an exchange of ideas between the Protestant churchmen and the film and broadcasting people.

#### Drive-In Closed While Seeking New Owner

Stratford, Tex., Sept. 27.
The planned sale of the Elk Drive-In Theatre did not come off as scheduled. The ozoner remains in the hands of a Dalhart, Tex., lawyer who obtained it for his clients on a judgment against Larry Semen and Alvin Hacker, former owners. mer owners.

Has been closed for several weeks.

#### **Wellman Reactivates**

Weliman Keactivates

Youngstown, O., Sept. 27.
Peter M. Weliman, who operated several theatres in the Greater Youngstown area before he leased them to the Associated Theatres of Cleveland in 1950, has taken over the Newport Theatre on the South Side, which he is managing personally. The Newport was a key theatre in the old Wellman chain, which included four drive-in theatres, four neighborhood houses in Youngstown, and the New Mock and Wellman in nearby Girard. Associated Theatres will continue to operate the drive-in theatres.

acrea will continue to operate the drive-in theatres.

Wellman has not been active since selling the two Girard houses to Albert Garfield in June. 1959. A son. Mike, operates the Hickory Drive-In Theatre in nearby Sharon, Pa.

#### Pan Readies 'Spartacus'

Pan Readies 'Spartacus'

Hollywood, Sept. 27.

The RKO Pantages will shut down Oct. 3 to undergo a \$125,000 facelift for the extended engagement of 'Spartacus,' Bryna production for Universal release.

Pic opens Oct. 19 with a charity preem sponsored by the Women's Guild of Cedars of Lebanon Hospital. New look calls for house to slice its present seating capacity of 2.812 down to 1,506.

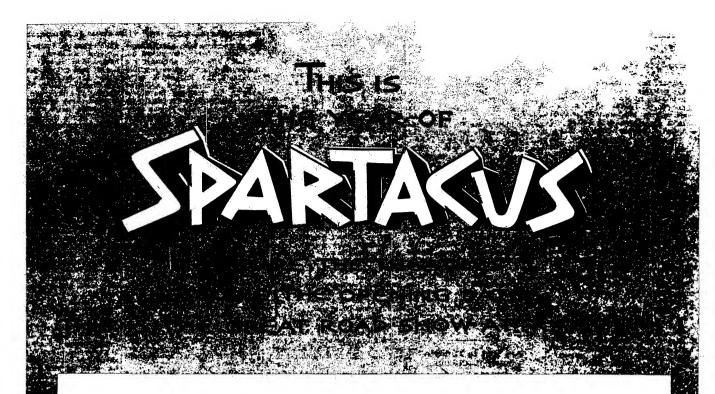
#### Mex. Hardtops

Continued from page 27

veal this capital has ...t 122 houses as compared with 138 five years ago. The 1958 July earthquake shuttered 16 houses as unsafe and only two new ores have been in- augurated in all this time—the Latino and the International.

on the part of major producers with the abnormal and crass aspects of sex."

Crowther footnotes: "With all due understanding of the wish of the boys to make a buck, we can lard J. A. Bardem with photo-only see ultimate disaster for the graphy by Gabriel Figueroa in quality and prestige of films and, Mexico and Cecilio Paniagua in as a consequence, for their com-



New York City DeMILLE Theatre October 6
Chicago McVICKERS Theatre October 13

Los Angeles RKO PANTAGES October 19

Boston ASTOR Theatre October 27

Philadelphia GOLDMAN Theatre November 2

Detroit MADISON Theatre November 3

Pittsburgh NIXON Theatre December 22

Cleveland PALACE Theatre December 22

Cincinnati RKO GRAND Theatre December 22

Atlanta ROXY Theatre December 22

St. Louis ESQUIRE Theatre December 22

Houston DELMAN Theatre December 22

Toronto LOEW'S UPTOWN December 22

#### **PICTURES**

#### **Film Reviews**

supposed vampire. Becoming pos-sessed of the vampire, she sets out to kill the fiancee.

There is a long femme clinch as the girl gets blood on her lip from a pricked finger and the vampire goes for it. Lesbos intimations are evident and the further underlined

atroaca. But it needs careful piacing for best results. General prospects look spotty. Pic was originally called "Blood and Roses." which may be its Yank monicker. Mosk.

#### Watch Your Stern (BRITISH)

Lighthearted with smooth performances. Made by the click "Carry On" team.

London, Sep

14.

Angle-Amalgamated presentation of eter Rosers' production. Stars Kenneth fonore. Eric Barker. Leslie Philips. Joan ms. Noel Purcell. Hattie Jacques, Guest irs. Sidney James. Features Spike Millian. Eric Sykes. Producer. Peter Rorers. John Hackney & Wildenstein British and Frederic Gestled Thomas. Screenially by Jan Hackney & Wildenstein About a release of the Courties of the Courte of the Co Kenneth Connor

Captain Foster	Eric Barker
Lt. Cmdr. Fanshawe	Leslie Phillips
Ann Foster	Joan Sims
&r Humphrey Pettigrew	
Agatha Potter	Hattie Jacques
Dockvard Matey	
Dockyare water	Frie Cyles
Dockvard Matey	Cidney Ismee
C.P.O. Mundy	Siuney James
Commander Phillips	Ed Devercaux
Commander Phillips Security Sergeant	David Lodge
Flag Lieutenant	Robin Ray
and Security Guard	George Street
Admiral's Secretary	. Peter Howen
tet Security Guard	Michael Brennan
Cexswain	Arch Taylor
Officer of the Day	Richard Bennett
Wren Driver	Lalla Williams
wren Driver	Rory MacDermot
	Eric Corrie
Engineer Officer	Eric Corrie

The team responsible for the elicko "Carry On" series are up to their profitable yock-raising larks arain with "Watch Your Stern."

The laughs come steadily and this is a safe booking for all types of audience. On the surface, this could be regarded as another "Carry On" but there is a strong the flashy background be regarded as another "Carry On", but there is a strong the flashy backgrounds of Soho's striptease joints. Harry Lee is credited """ story line, character that there is a strong the flashy backgrounds of Soho's striptease joints. Harry Lee is credited """ story line, character that the laught of the strong the flashy backgrounds of Soho's striptease joints. is a safe booking for all types of audience. On the surface, this could be regarded as another "Carry On." but there is a stronger story line, characters are developed more roundly and director Gerald Thomas does not rely on a string of largely disconnected ga, and structions. But the same formula of lighthearted, breezy comedy is used to very funny effect.

structions. But the same formula of lighthearted, breezy comedy is used to very funny effect.

Screenplay by Alan Hackney and Vivian A. Cox produces some sound situations and dialog, and while occasionally corny, also comes up with some felicitous jokes and with some felicitous jokes and top secret test on an Acoustic Toppedo which, when fired, upsets, arrangements by doubling in its carrangements by doubling in its racker missing the target raft and blowing up the firing slip. An Admiralty boffin is detailed to modify the torpedo, the plan gets destroyed, a copy mislaid and the festroyer's officers manage to bluff festroyed as the festroyer's officers manage to bluff festroyer's officers manage to bluff festroyer's officers manage to bluff festroyed as the festroyer's officers manage to bluff festroyer's officers manage to bluff festroyer's officers manage to bluff festroyed as the festroyer's officers manage to bluff festroyer's officers manage to bluff festroyer's officers manage to bluff festroyed as the festroyer's officers manage to bluff festroyer's officers manage to bluff festroyer's officers manage to bluff festroyed festroyed festroyed festroyed festroyed festroyer's officers manage to be festroyed festroyed festroyed festroyed festroyed with some felicitous jokes and wisecracks. The yarn concerns a top secret test on an Acoustic Tolpedo which, when fired, upsets arrangements by doubling in its Also on hand is a French journalist. When it is tracks missing the target raft and blowing up the firing ship. An Admiral who fired the death of the girl, services of ficers manage to bluff the Admiral with the plans of the estroyer's officers manage to bluff the Admiral with the plans of the ship's refrigeration plant. But it is essential that the Admiral should not meet the boffin until the right plan is at hand. This involves an alectrically minded seaman being disquised, first as a Scottish scientist, and then as a woman. The film is a jigsaw puzzle of mistaken identity, misunderstandings, bluffs and counter bluffs and, moving fast, the various complications keep the cheerfulness bubbling almost incessantly right up to a protracted but acceptable climax.

Act ng is on a firstclass farcical conced level, with Kenneth Conno as the unfortunate seaman pro-

Et Mourir de Plaisir possed of the vampire, Becoming possed of the vampire, sbe sels out kill the fiancee.

There is a long femme clinch as egirl gets blood on her lip from There is a long femme clinch as the girl gets blood on her lip from a pricked finger and the vampire goes for it. Lesbos intimations are evident and the further underlined in a dream sequence before the cousin is the main motivation, the sbian aspects may not offer any untoward censorship troubles. The dream symbols are also arty enough to be open to various interps. While the classic horror mold is followed, the film relies more on carefully laid out pictorial compositions and shots than in creating suspense moods.

Annette Vadim is an impassive actress whose cherubic, placid looks make it hard to take her for a vampire. Moreover, the tims vicilation between a horror opus and a tongue-in-cheek parody take the edge off the shock aspects. Mel Ferrer ad Elsa Martinelli are acceptable in the ill-defined roles of the lovers.

Vadim has given this venture vicual appeal. A hard sell of the adult horror angles could make this a possible regular entry alroad. But it needs careful placing for best results. General prospects look spotty. Pic was originally

#### Too Hot to Handle (BRITISH-COLOR)

Seamy meller set in Soho's Mansfield's name may help this dubious entertainment at the wicket.

London. Sept. 21.

Warner-Pathe release of a Wigmore
Films production. Siars Jaxne Mansfield.
Leo Genn. Carl Boehm. Producer. Seline
Screenipal, Herbert. Kreizmer from an
idea by Harry Lee: camera. Otto Heller;
editor. Lite Carruthers: music. Eric Spear.
Previewed at Studio One. Sept. 20, 60.

Billion Streen Mins.

	Midnight Franklin	Jayne Mansfield Leo Genn Carl Boehm
i	Johnny Solo	Leo Genn
Į	Robert Jouvel	Carl Boehm
	Lilliane Decker	Danik Patisson
	Vovek	Danik Patisson Cirristopher Lee
	Cunthia	Kai Fischer
	Inspector West	Patrick Holt
	Mr Arnole	Martin Boddey
١	Diamondo Dinelli	Chalden I awrence
	Diamonds Dinem	Kai Fischer Patrick Holt Martin Boddey Sheldon Lawrence Barbara Windsor John Salew
ļ	Pony lau	Darbara Windsor
	Moeiler	John Salew
	Flash Gordon	Tom Bowman Ian Fleming Penny Morrell Katharine Keeton
	Pawnbroker	Ian Fleming
	Terry	Penny Morrell
	Melody	Katharine Keeton
	Marjorie	Susan Denny
	Maureen	Susan Denny Judy Bruce Elizabeth Wilson
	Jacky	Elizabeth Wilson
	Jungle	Shari Khan
	Piano Player	Bill McGuffie Michael Balfour
	Tourist Guide	Michael Balfour
	Hostese	June Elvin
	Dinelli's Driver	Morton Lowry Harry Lane
	Muscles	Harry Lane
		Hally Laire

seamy piece of entertainment which is set among the flashy back grounds of Soho's striptease joints. Harry Lee is credited with the original idea, but the word 'original' is flattering. Herbert Kretzmer's screenplay is hardly inspired and even that talented director. Terence Young seems dispirited with the matter on hand. Good color lensing by Otto Heller is about the most commendate aspect of a disappointing pic.

mysterious stripper well enough, while Sheldon Lawrence as the while Sheldon Lawrence as the rival club owner and Christopher Lee as Genn's treacherous righthand man also provide useful support. Some of the nightclub girls provide neat cameos, particularly Barbara Windsor as the cute Pony Tail whose death brings about Genn's downfall.

The nightclub settings are flambayant and overdone. Some of the

boyant and overdone. Some of the production numbers come over reasonably well on the screen production numbers come over reasonably well on the screen, though it is doubtful if they could be staged (even allowing for ex-pense) in the average stripteasery. Dialog veers from dull to vulgar Dialog veers from unit and there are many loose ends in an endeaver to provide authentic Rich.

#### Colorado Exhib

\_ Continued from page 3 \_

other distant places is more than the small town exhibitor can bear, according to McCormick.

"Every day our neighbors, who ere former patrons, ask us, When were former patrons, ask us. 'W are you going to get "Ben-Hur "Psycho" or some other hit are you going to get "Ben-Hur" or "Psycho" or some other hit film that has been playing a long time in the big city. And, likewise, everyday we talk to our people who have been drawn to other places by the extensive advertising and promotion given to the big city engagement of such attractions, with the result being that, as, if and when we are able to show the big ones, the cream, and along with it the profit, has been skimmed off and the interest in it has waned as some new spectacle is being given the hypo by the distributors."

It isn't that the poole in his

It isn't that the people in his small towns are very much different from those in the larger cities or that his theatre is any less at tractive or modern, according to McCormick, but that there are fewer people and the houses are, of course, smaller.

McCormick, but that there are fewer people and the houses are, of course, smaller.

It is the expressed opinion of McCormick that the distributor, i depriving the smaller towns of top product until months or even years after release, that not only the exhibitor is being hurt, but they are hurting themselves as well, notwithstanding reports of high earnings for the top films, He expresses the belief that, after a reasonable time, to allow for full publicity penetration. If enough prints were made available to give the smaller cities a crack at the show while-the run, was hot, that the overall distributor's share would in the end be even greater as more patrons would see the picture and at higher admission prices.

Most of the actual selling of a big picture is done by the distributor anyway, through advance build-up before and during production, extensive magazine and newspaper ecoverage just prior to and during release and finally point of sale contact in many cases by specially trained men and women working directly with the public through organizations, church groups and the like. A certain amount of this effort penetrates down to the small town and many, say five or perhaps ten percent of the potential customers of the local theatre, have the opportunity to, or make the special effort to see the film the larger city—this, of course, is lost forever, not only lost to the small town exhibitor, but to the distributor as well, because, when the film is finally shown in the smaller town, the admission is

#### **New Faces Wear Frowns**

last month assigned her the femme lead in one of those Roman spectacles in which she would have little to do except lift up her toga and flee from the barbarians. "The studio says I need the exposure," she explained, "but I don't think that kind of exposure would help me." She refused to do the film and is now on suspension.

and is now on suspension.

Thus comes to a temporary standstill the career of an actress who at all other times has been the model of cooperation with the studio isays one publicist admiringly: "If we asked her, she'd sign autographs on the bottom of the Hudson River in a diving bell").

Point which these youngsters and others seem to be making—though indirectly— is that while the industry has again recognized the need for building new talent—after a couple of years' hiatus when contract lists dropped to an all-time low—company toppers haven't updated their methods of handling the young players. Back in the days when Hollywood made four to five hundred films annually, four to five hundred films annually, stars were more easily manufac-tured. Today the process requires more care, patience and perhaps even taste.

even taste.

There's a further irony in the case of the actress cited above.
The same studio toppers which said she needed "exposure" a year ago spent a good deal of time and ago spent a good deal of time and money on another young actress, cast her in the star part of a prestige picture, and then, apparently, forgot about her. Though her film was not a b.o. success, actress conceivably could have gone on to other roles which might not only have benefitted from her initial buildup but would also have given her a chance to develop as a screen personality. personality

#### Unfair Blame

personality.

Unfair Blame

Still another actres, who had a somewhat similar experience to that cited above, though she has made one picture 'a. low-budget job) since her highly promoted star debut, realistically points out that her big film was not a good film to start with, and then adds that perhaps no actress—even an established actress—even an established actress—even an established actress—even in each sind in her role. Nevertheless, she is blamed for the flop, and in her early twenties has intimations that her career is over.

A distribution exec, who was in our this particular star-buildup fizzle, defends both the case for "exposure" many pictures to establish any performer, and the practice of putting newcomers into key roles of certain big properties and then dropping the newcomer like a hot potato if debut is unsuccessful. The former procedure, he said, has paid off most recently with Sandra Dee, and though he didn't have the figures, he was willing to bet that she had made more films last year than any other citess in her caleeory "and today she is a film star." As far as the visdom of putting unknowns into tar roles is concerned, he pointed out that this had paid off handstonells for each the terms. tar roles is concerned, he pointed out that this had paid off hand-semely for no less than Audrey out that this had paid off hand-semely for no less than Audrey Hepburn ("Roman Holiday"), Judy Holliday ("Born Yesterday") and Joanne Woodward ("Three Faces of Eve"), all of which were Oscar winners.

winners.

Says this exec: "You can make mistakes with the big one-shot buildup, but you usually tell whether you have a legitimate personality to build, even if ic flops. There have been almost as many hits as misses, and one hit by a Hepburn or Holliday or Woodward makes up for three or four other misses." Idea is that the entire business of making films is a gamble and there's no sure way of making a hit film or creating a star "or there wouldn't be any problem today."

the same story with a variation—
her options have been picked up,
so far. However, although she
has worked hard and successfully
to create the impression of a
"serious" actress, and appeared
only in "A" pictures, the studio
last month assigned her the femme
last month assigned her the femme
last month assigned her the femme
of some kind of income. But if
lead in one of those Roman speclead in one of those and actor you may be behind him: "I realize that nobody is ever secure, but it's a cinch that almost any profession offers more security than acting. Sixteen years working in a bank and I'd be sure of some kind of income. But if you're an actor, you may be through at any time because of the way your face is shaped or how tall you are, or because you grow into another age category, and every year a thousand more people come along to compete with you on an equal footing."

Actor. whose wife. Betty Lou

Actor, whose wife, Betty Lou Keim (another, "new face") expects their first child in December, points out the difficulty in maintaining some sort of stable life under the circumstances. "While under the circumstances. "While you've got to hang on to the drive to succeed," he says, "you've always got to maintain interests, financial and emotional, outside of the business or you lose all perspective." He thinks he and his wife are succeeding in this. They live in Hollywood in an apartment they can afford (no swimming pool) and they are saving a lot of the money they are earning. Security, however, isn't going to his head.

nis nead.

Several weeks ago he was presented with the possible alternative of taking the continuing lead in a tv series, with a sizable income guaranteed for 39 weeks, or a good part in a projected Broadway show ("Come Blow Your Horn"). He was leaning towards the latter ("Maybe no actor should be secure").

Has he ever thought of getting out of the business? No. As long as out of the business? No. As long as he has one more job ming up, he'll stick with it. There are times, of course, when he wonders. One such was months ago when he called his agency (William Morris) and was told he had been assigned to a new man. The new man came ou the phone and Berlinger announced himself. When the agent asked: "Who are you?" despite fact that the actor had brought in a goodly number of commissions in the previous 12-month. Berlinger the previous 12-month, Berlinger admitted he "somewhat up-

Despite what many people think, he says, actors, particularly, new faces, are people and if they behave strangely, it's either because they have been driven to it, by the strange demands of the profession or maybe in a desperate attempt to establish an individual personality which might, eventually, catch on with the public.

Tuesday Weld, anyone?

#### Tisch Plans

Continued from page 11

Tisch said. "The only reason we would take the step is to get more pictures on the market. In any case, we would the market. In any case, we would the determined the actual producing. We would merely provide the financing." He stressed that the company had explored the situation with the Dept. of Justice to see what could be done "if the company were so inclined some day" to enter the production field. It was explained that the feeler to the Dept. of Justice had actually been made before Loew's actively began its hotel and motel program. However, Tisch said that if the company decided to finance production it had the necessary coin to do so from earnings. He said the company was mulling a possible deal with an American producer to make six picture abroad. Even if we can only finance two-three pictures a year and other companies match this, it could mean perhaps 20 or 30 more pictures a year. It would make a big difference," he pointed out.

In studying the theatre business since he took a companier posi-

by a Hepourn or Holliday or Woodward makes up for three or fourother misses." Idea is that the
entire business of making films is
a gamble and there's no sure way
of making a hit film or creating a
star "or there wouldn't be any
problem today."

While none of the youngsters
this reporter has talked to has yet
minaged to come up with a program which might facilitate starbuilding (they are fatalists all: "If
you're going to make it, you're going to make it,") each has revealed,
sometimes unconsciously, the pressures he lives under which eventually make the pro actor a being
apart from "real people."

Says Warren Berlinger, a



# international film telefilm and documentary market

## a remarkable success of the Milan Trade Fair

Results of the "First Spring Cinemeeting":
411 films shown, among which 206 full-length and 205 long and short documentary films 28 Countries participating - Qualified business operators from 5 Continents - Very active business deals - International exchange and co-production agreements.

Film producers and dealers in the film-branch are cordially invited to the "2nd Cinemeeting" organized by the International Milan Trade Fair from

October 10th to 20th, 1960

Address any request to:7

MIFED - Fiera di Milano

Largo Domodossola 1 - Milano (Italy)

#### Picture Grosses

#### 'TIME' SO-SO \$10,500, ST. LOO: 'NAPLES' 18G

St. Louis, Sept. 27. New lures on major marquees this session are "High Time" at the this session are "High Time" at the Ambassador and "It Started in Naples" at the Fox. Continuing strong in the holdover department are "Ben-Hur" in an 18th week at Loew's Mid-City, "Elmer Gantry" in a third at Loew's State, "Psycho" in a fifth at the St. Louis and "From Terrace" in a fourth at the Research Last Pageant, art spot, after moveover from rousing run at the Ambassador.

Estimates for This Week
Ambassador (Arthur) (2,970; 6090) — "High Time" (20th). Fair
\$10,500. Last week, "Let's Make
Love" (20th) (3d wk), \$8,000.
Apollo Art (Grace) (700; 90-

\$10,000. Last week, \$8,000.

Apollo Art (Grace) (700) 90\$1,25)—"Hiroshima—Mon Amour"
(Indie). Fine \$2,000. Last week,
"School for Scoundrels" (Indie)
(3d wk), \$1,500.

Esquire (Schuchart - Levin)
(1,800; 90-\$1,25)—"All Fine Young
Cannibals" (M-G) (2d wk). Okay
\$10,000. Last week, \$15,000, 60-90)—"It
Started in Naples" (Par) and
"Three Murderesses" (Indie).
Thought in Carolina" (Howco)
and "Half Pint" (Indie), \$12,000.

Low's Mid-City (Loew) (1,160;

Loew's Mid-City (Loew) (1,160; \$1.50-\$2.50) — "Ben-Hur" (M-G) (18th wk). Fancy \$13,000. Last

(18th wk). Fancy \$13,000. Last week, same. Loew's State (Loew) (3,600; 60-90)—"Elmer Gantry" (UA) (3d wk), Fair \$10,000. Last week, \$13,000. Pageant (Arthur) (1,000; 60-90)—"From Terrace" (20th) (4th wk). Slow \$3,500. Last week, \$4,000. St. Louis (Arthur) (3,800; 60-90)—"Psycho" (Par) (5th wk). Good \$12,000. Last week, \$15,000. \$hady Oak (Arthur) (760; 60-90)—"Carry on Nurse" (Indie) (18th wk). Trim \$1,000. Last week, \$ame.

#### **NEW YORK**

(Continued from page 15)

(Continued from page 15)

29th week finished last night
(Tues.) with okay \$20,000 after
\$21,000 for previous round. "The
Alamo" (UA) opens Oct. 26.

State (Loew) (1,900; \$1.50-\$3.50)

—"Ben-Hur" (M-G) (45th wk). The
4th canto ending today (Wed.)
looks to score sturdy \$44,500 for
10 shows after \$45,000 for the previous week. Continues indef.

Victoria 'City Inv.' (1,003; 50-\$2)

—"Started in Naples" (Par) (5th
wk). The fourth round concluding
tomorrow (Thurs.) is estimated to

tomorrow (Thurs.) is estimated to

tomorrow (Thurs.) is estimated to hit fine \$21,000. Last week, \$22,000. Warner (SW) 11.416; \$1.50-\$3.50) "High Time" (20th) (3d wk). The first followup round winding up Friday (30) is seen reaching below-hopes \$19,000. Opening round tal-lied \$25,000.

First-Run Arties
Baronet (Reade) (430; \$1.25-\$2)
"Psycho" (Par) (15th-final wk). The concluding round ending to-day looks like fair \$5,500. East week, \$6,000. "If Happened in Broad Daylight" (Cont) opens to-morrow (Thurs.). Fine Arts (Dayls) (468; 90.\$1.80)

Fine Arts (Davis) (468; 90-\$1.80)
— "Hiroshima, Mon Amour" (Zentith) (20th wk). The 19th week finished Sunday (25) with smooth
89,000 after \$9,500 the previous
stanza. Continues.
Beekman (R&B) (590; \$1.20\$1,75)—"Sons and Lovers" (20th)
(9th wk). The eighth frame ended
Monday (26) with tidy \$6,000. Last
week, \$7,000. Continues.
Fifth Ave. Cinema (R&B) 250;
\$1,25-\$1.80) — "Green Carnation"
(Indie) (m.o.) (5th-final wk). The
fourth round finished Sunday (25)
with okay \$2,800. Last week,
\$3,300. "The World of Apu") (Harrison) opens Oct. 4

world of April (Har-rison) opens Oct. 4.

Normandie (T-L) (592; \$1.25-\$1.80)—"Jungle Cat" (BV) (7th-final wk.). The sixth canto con-cluded yesterday (Tues.) with fair \$4.200 after \$5,200 for the previous round. "Royal Ballet" (Lopert)

opens Oct. 4.

Little Carnegie (L. Carnegie)
(52e, \$1.25-\$2)—"Carry On Nurse"
(Gov) (4th wk). The third session
winding up tomorrow is estimated
to tall fine \$13,500 or near. Last

(\$1.80)—"Started in Naples" (Par) (5th wk). The fourth round finishing tomorrow (Thurs:) is likely to score solid \$9,500 after \$12,000 for

27. revious session. Stays.

28. Paris (Pathe Cinema) (568; 90stathe ed in 126). The Ostrich Has Two
Eggs" (Janus). Opened Monday
126). In ahead, fourth-final week of
timent to the control of timocence (Union), \$6,-

Plaza (Lopert) (525; \$1.50-\$2)—
"Apartment" (UA) (16th wk). The
15th session finished last night
(Tues.) with fine \$11.000 or near.

(Tues.) with fine \$11.000 or near. Last week, \$10.000. Continues. Sutton (R&B) '561; 95-\$1.80) — "School for Scoundrels" (Cont) (12th-final wk). The 11th round concluded Sunday (25) with tidy \$8,000. "The Entertainer" (Cont) opens Monday (3) after a benefit performance Sunday night.

\*\*Trans-Lux 52d St. (T-L) (540: \$1-\$1.50)—"Let's Make Love" (20th) (4th wk). The third week winding up today (Wed.) looks to reach smooth \$12,000. Last week; \$15,000. Continues.

smooth \$12,000. Last Week, \$15,-000. Continues.

• World (Perfecto) (390: 90-\$1.80)

— "Nature's Paradise" (Indie) 9th
wk). The eighth week fi ishing tomorrow (Thurs.) is anticipaled to
tally fast \$7,500 after \$8,500 the

tally fast \$7,500 after \$8,500 the previous round. Continues.
68th St. Playhouse 'Lee Brecher' (370; \$1.25-\$2) — "The Captain's Table" (20th). Opened Monday (26). In ahead, "Oscar Wilde" (FAW), \$3,500 for 14th-final week.

#### **MINNEAPOLIS**

(Continued from page 15) Gopher (Berger) (1.000; 85-\$1)

—'Night Fighters" (UA). Mild
\$3,500. Last week, "Angel Wore
Red" (M-G), \$2,300.

Lyric (Par) (1.000; \$1-\$1.25)— "Hell to Eternity" (AA), Upped admissions for this one. Big \$12,000. Last week, "Crowded Sky" (WB),

RKO Orpheum (RKO) (2.800; \$1-\$1.25)—"Elmer Gantry" (UA). Big \$13,500. Last week, "Ocean's 11" (WB) (5th wk), \$8,500 at \$1-\$1.50.

RKO Pan (RKO) (1,800; \$1-\$1.50) "Ocean's 11" (WB) (m.o.), Sixth week downtown. Fine \$8,500, Last week, "House of Usher" (AIC) (3d wk), \$5,000 at 85-\$1.25.

St. Louis Park (Field) (1,000; \$1.50-\$2)—"Can-Can" (20th) (2d. run) (2d wk). Hefty \$10,000. Last

week, \$11,000. State (Par) (2.200: \$1-\$1.25)-

State (Par) 12,200; \$1-\$1.20]—
"Let's Make Love" (20th). Walloping \$14,000 on upped admissions.
Last week, "From the Terrace" (20th) (4th wk), \$6,500.

(20th) (4th wk), \$6,500.

\*Suburban World (Mann) (800;
\$1.25)—"Sons and Lovers" (20th)
(6th wk). Winding up good run.
Okay \$2,000. Last week, \$2,500.
Uptown (Field) (1,000; \$1.25)—
"Psycho" (Par) (2d run) (2d wk).
Neat \$3,000. Last week, \$4,000.
World (Mann) (400; \$5,\$1.45)—
"The Apartment" (UA) (12th wk).
Going into fourth month, Great
\$6,000 Last week \$6,000

Going into fourth month \$6,000. Last week, \$6,000. month. Great

#### LOS ANGELES

(Continued from page 15)

Baldwin with Pantages, Hillstreet, "Angel Wore Red" iM-G), "Five Bold Women" (Cit) (Wiltern, Pantages, Hillstreet), "Crowded Sky" (WB) (moveover) (Baldwin) (Ist wk), \$19,300, Hillstreet, Iris, Fox Wilshire Michael (1988) (2008)

wk), \$19,300.

Hillstreet, Iris, Fox Wilshire
(Metropolitan-FWC) (2,752; 825;
1,990; 90-\$1.50)—"It Started in
Naples" (Par) and "Prisoner of the
Volga" (Par). Light \$18,000. Last Volga" (Par). Light \$18,000. Last week, Iris, "Psycho" (Par) (6th. wk), \$3,100. Fox Wilshire with Orphe-um, Hollywood, Loyola, "Night Fighters" (UA), "Crowded Sky" (WB) (moveover), "Defiant Ones" (UA) (reissue) (Orpheum) (1st wk), \$16,000.

Los Angeles, Vogue, Loyola (FWC) (2,019; 810; 1,298; 90-\$1.50) —"High Time" (20th) and "13 Fighting Men" (20th). Fairish \$17.

Orpheum, Hollywood (Metropolitan-FWC) (2,213; 756; 90-\$1.50)—
"Sitting Bull" (UA) and "Indian Fighter" (UA) (reissues). Good

(S2C, \$1.25-\$2)—"Carry On Nurse" "Sitting Bull" (UA) and "Indian (Gov) (4th wk). The third session winding up tomorrow is estimated to tail; fine \$13,500 or near. Lust week, \$15,000.

Guild (Guild) (450; \$1-\$1.75)— (Col) (23d wk). The 22d week finished Sunday (25) with fine \$9,500. Last week finished Sunday (25) with fine \$1,000 finished finished Sunday (25) with finished finished Sunday (25) with finished finished Sunday (25) with finished fin

"This Earth Is Mine" (UI) (reissues). Dull \$2,500 on eight days. Four Star (UATC) (868; 90-\$1.50)

—"Marie-October" (Lop) (2d wk Slow \$1,000. Last week, \$1,900, State (UATC) (2,404; 90-\$1.50)-"Beyond Time Barrier" (AI) an

State (UATC) 12,404; 90-\$1,50)—
"Beyond Time Barrier" (AI) and
"Date With Death" (Fav) (2d wk).
Slim \$2,000.

MacArthur (K-B) (900; \$1,10)—
MacArthur (K-B)

Fine Arts (FWC) (631; 90-\$1.50) ns and Rich \$8,800.

EI Rey (FWC) (861; 90-\$1.50)—
"The Apartment" (UA) and "Some Like I Hoft" (UA) (reissue) (2d wk). Perky. \$3.300. Last week, \$3.400.

Beverly (Elect) (1.150; \$1-\$2)—
"Subterraneans" (M-G) (4th wk). Mild \$3.200. Last week, \$3.300.

Chinese (FWC) (1.408; \$2-\$2.40)—
"Let's Make Love" (20th) (5th wk). Steady \$9.000. Last week, \$11.000.

Warner Beverly (SW) (1.330; \$2-\$2.40)—
"Strangers When We Meet" (Col) (10th wk). Firm \$4.000. Last week, ditto.

Music Hall (Ros) (720; \$1.85-\$2.25)—(Tim All Right, Jack" (Col) (10th wk). Busy \$4.900. Last week, ditto.

Trans-Lux (T-L) (600; \$1.25-\$2)—("Song Without End" (Col) (12th wk). Busy \$4.900. Last week, \$4.900.

Crest (Elect) (750) \$1.25-\$2)—("Sw) (1.200, \$1.40, \$2.500) (1.200, \$1.25-\$2) (2.200, \$1.25-\$2) El Rey (FWC) (861; 90-\$1.50)— \$5.500.
"The Apartment" (UA) and "Some \$5.500.
Like It Hot?" (UA) (reissue) (2d wk). Perky \$3.300. Last week, Fair \$8

Crest (Elect) (750; \$1.25-\$2)— "Carry On. Nurse" (Gov) (29th wk). Lush \$4,000. Last week, \$3.800.

Carthay (FWC) (1,138: \$1.75-\$3.50) — "Can-Can" (20th) (29th wk). Tepid \$6,000. Last week, \$5,900.

Warner Hollywood (Cinerama Inc.) (1,389; \$1.20-\$2.65 — Search for Paradise" (Cine) started 34th wk (25) after \$11.300 last week.

Egyptian (UATC) (1,392; \$1.25-3.40) — "Ben-Hur" (M-G) (44th k). Moderate \$22,000. Last week,

#### **CHICAGO**

700.

Todd (Todd) (1.089; \$1.75-\$3.50)

-"Ben-Hur" (M-G) (40th wk). Nice
\$18,500. Last week, \$21,500.

United Artists (B&K) (1.700: 90\$1.80)—"Strangers When We Meet'
(Col) (5th wk). Busy \$13,000. Last
week. \$17,000.

Woode (Essanges) (1.200: 90-

Woods (Essaness) (1.200; 90-\$1.80)—"Elmer Gantry" (UA) (6th wk), Fine \$14,500. Last week,

World (Teitel) (606; 90-\$1.50) —
"Threepenny Opera" (Brandon)
(2d wk), Good \$5,000. Last week;

#### **BOSTON**

(Continued from page 14)

(Continued from page 14)"
(5th wk-final). Offish \$7,000. Last
week, same. "Dark at Top of
Stairs" (WB) opens tomorrow,
Wednesday (28).

Memorial (RKO) '(3,000. 60-\$1.10)

"All Young Men" (Col) and "22
Hours to Kill" (20th). Big \$24,000.
Last week, "Ocean's 11" (WB) and
"Young Jesse James" (20th) (6th
wk), \$13,000.
New Fenway (Indie) (1,350-\$1,25-

New Fenway (Indie) (1.350; \$1.25-\$1.50)—"Hiroshima Mon Amour" (Zenith) (4th wk), Good \$5,000. Last week, ditto.

(Zenith) (4th wk). Good \$5,000. Last week, ditto.
Orpheum (Loew) (2,900; 90:\$1,50)

"Fast and Sexy" (Col) and
"Nights of Lucretia Borgia" (Col). Fast. \$11,000. Last week,
"Crowded Sky" (WB) and "Dial. M for Murder" (Indie), \$10,000. Paramount (NET) (2,357; 70-\$1.10)—"Hell to Eternity" (AA) and Raymie" (AA). Hotsy \$18,000 hypoed by \$1-9. Fr. campaign. Last week, "Pay or Die" (AA) and "Hypnotic Eye" (AA), \$12,000. Pilgrim (ATC) (1,900; 60-\$1.10)—"Key Witness" (M-G) and "Kill M Tomorrow" (Indie). Good \$8,000. Last week, "Enemy General" (Col) and "AS Sea Rages" (Col), \$8,000. Saxon (Sack) (1,100; \$1.50-\$3)—"Ben-Hur" (M-G) (45th wk). Big \$17,000 again. Last week, same.

#### WASHINGTON

(Continued from page 14)
ove" (20th) (4th wk), \$10,500 for
ast six days.
Keith's (RKO) (1,850; \$1-\$1.49)

00: \$1.10)-(BL) (11

macartnur (K-B) (900; \$1.10)—
"I'm All Right, Jack" (BL) (1)th
wk). Oke \$3,500. Last week, ditto.
\$8,000. Last week, ditto.
"It Started in Naples" (Par) (5th
wk). Fair \$5,000. Last week,
esco

\$4,200.

wk), \$4,200.
Uptown (SW) (1,300; \$1.49-\$2.75)
—"Can-Can" (20th) (18th wk). Nice
\$6,000. Last week, same.
Warner (SW) (1,440; \$1.49-\$2.75)
— "Ben-Hur" (M-G) (28th wk).

- "Ben-Hur" (M-G) (28th v Solid \$12,000. Last week, ditto.

#### SAN FRANCISCO

(Continued from page 15) 0)—"House Of Usher" (AI) and (Continued from page 15)
\$1.50)—"House Of Usher" (AI) and complete the continued of Usher (Crowded Sky" (WB) and "Muttiny" (Par), \$12.500.

St. Francis (Par) (1.400; \$1-\$1.50)
—"Mary Magdalene" (Indie) and "T-Bird Gang" (Indie) Dandy \$11.500. Last week, "Ocean's 11" (WB) (Tth wk), \$8,000.

Orbheum (Cinerama, Inc.) (I.

Continued from page 15)
(UA) (reissúe) and "Svengali"
(M-G) (1st wk) near \$6.000.

Oriental (Indie) (1.3400; 90.\$1.80)

—"Under 10 Flags" (Par) (2d wk).
Okay \$15.500. Last week \$34.000.

Palace (Indie) (1.34; \$1.50-\$3.50)

—"Can-Can" (20th) (23d wk). Fair \$14.800. Last week \$15.000.

Roosevelt (B&K) (1.400; 90.\$1.80)

—"Crowded Sky" (WB). Good \$15.

500. Last week, "All Young Men"
(Col) (5th wk), \$12,5500.

State-Lake (B&K) (2,400; 90.\$1.80)

Theritory (Chernama, Inc.) (1.50; \$1.75-\$2.65)—"This is Cinerama" (Cinerama) (reissue) (13th week, \$16,000. Last week, \$16,000. Last week, \$16,000.

State-Lake (B&K) (1.400; \$1.50; \$1.50)—"School For Scoundrels" (AA) (Bod \$4,000. Last week, \$4,200.

800. Coronet (United California) 250; \$1.80-\$3.50) — "Ben-Hur" (M-G) (40th wk). Strong \$22,000. Last week, \$23,000.

Last week, \$23,000.
Alexandria (United California)
(1,610; \$2.20.\$2.75) — "Can-Can"
(20th) (18th. wk). Slack \$9,500.
Last week, \$10,000.
Presidio (Hardy-Parsons) (774; \$1.25-\$1.50) — "Marie Octobre" (Indie) (2d wk). Steady \$2,400). Last week, \$2,600.

#### **CLEVELAND**

(Continued from page 15) Men" (Col) (2d wk). Nice \$13,500. Last week, \$20,000.

Ohio (Loew's) (2,700; \$1-\$2.75)—
"Ben-Hur" (M-G) (35th wk). Excellent \$8,500. Last week, \$8,000.

Palace (Silk & Helpern) (3,750; \$1-\$1.50)—"Last Days of Pompeii" (UA). Fair \$8,500. Last week, "Crowded Sky" (WB), \$7,400.

State (Loew) (2,700; 85-\$1.25)— "Time Machine" (M-G), Good \$12,-500. Last week, "Angel Wore Red" M-G), \$5,000.

Stillman (Loew's) (2,700; \$1-\$1.50)—"Psycho" (Par) (8th wk). Stout \$10,000 and stays. Last week,

#### **PHILADELPHIA**

(Continued from page 15) Stanley (SW) (2,500; 99-\$1.80)"Let's Make Loye" (20th). Swe\$23,000. Last week, "Oceans 1)
(WB) (7th wk), \$12,000. (20th). Sweet "Oceans 11"

Stanton (SW) (1,483; 99-\$1.80)— House of Usher (AD) (2d wk). Dropped to \$8,500. Last week, \$16,000.

#### TIME' SNAPPY \$8,000, SEATTLE; 'SKY' MILD 5G

Seattle, Sept. 27.

Seattle, Sept. 27.

Of the new entries, "High Time" is trim at the Fifth Avenue but "Crowded Sky" is mild at the Music Hall, Holdovers are strong, with "Ben-Hur" great in a 34th frame at the Blue Mouse. "All the Young Men," in second Coliseum stanza, is good. "Psycho" is sock in a sixth Paramount canter.

Estimates for This Week

Estimates for This Week

Estimates for This week

Blue Mouse (Hamrick (739; \$1.50-\$3)— "Ben-Hur" (M-G) (34th wk).

Great \$9.000, ast week, \$10.000.

Coliseum (Fox-Evergreen) (1,-870; \$1-\$1.50) — "All the Young

Collseum (Fox-Evergreen) (1,-870; \$1.\$1.50) — "All the Young Men" (Col) and "Enemy General" (20th) (2d wk). Good \$7,000. Last week, \$10,000.

Fifth Avenue (Fox-Evergreen) (25,50); \$1.\$1.50)—"High Time" (20th) and "Walk Tall" (20th). Trim \$8,000 Last week, "Let's Make Love" (20th) and "Young Jesse James" (20th), \$4,600 on third week. Jesse Jame third week.

Music Box (Hamrick) (850; \$1-\$1.50)—"Oceans 11" (WB) (m.o.). Okay \$3.500 on six days.) Last week. "All the Young Cannibals" (M-G). \$4.600. Music Hall 'Hamrick) (2.200; \$1-\$1.50)—"Crowded Sky" (WB). Mild \$5,000. Last week. "Oceans 11" (WB) (5th wb. \$6.300. Orpheum (Hamrick) (2.600; \$1-\$1.50)—"Expresso Bongo" (Cont) (2d wk). Fair \$3.500 on five days. Last week, \$4.800. Paramount (Fox-Exergreen) (3,-

Paramount (Fox-Exergreen) (3,-000; \$1-\$1.50)—"Psycho" (Par) (6th wk) Great \$11,500. Last week, \$13,800.

## Houses in Portland, Me.

Portland, Me. Sept. 27.
Late film shows will be tabu except on weekends for students of senior and junior high schools in Portland's Deering district under Mai first code for teen-age behavior.

havior.

The new guide was distributed in the area following months of study which resulted from a 1959 Parent Teacher Association report charging "shocking" moral conduct by some young people in the area.

The code lays down ground rules for auto driving, drinking, dress, scholarship, religion, curfew, chapterning and meral behavior.

scholarship, religion, curriew, chap-eroning and moral behavior.

The curriew set for 9:30 p.m., school nights; 11 p.m. or midnight, weekends, and 1 a.m. on special occasions such as formal dances.

#### Carters Sees Themselves Graduate to Bigtime

Atlanta, Sept. 27. Three 20th-Fox films, "Crack in the Mirror," "When Comedy Was Three 20th-rox tims, "Crack in The Mirror," "When Comedy Was King," and the current attraction, "Sons and Lovers," have pushed the local Fine Arts Cinema, owned and operated by John and Ruth Carter, into bigtime exhibition here.

Located in the silkstocking Buck-Located in the silkstocking Buckhead district of Atlanta, the 350-seat house cracked its own house record (set by Columbia's "Mouse That Roared") with "Crack" which, in six weeks, pulled in more-than '18,000. Carters also did will with a four-week run of "Comedy" and its "Sons" opening day gross of \$1,056 was largest in history of the theatre. Latter film is expected to go for a six-week run. go for a six-week run.

#### COLUMBIA TRAILERIZING

COLUMBIA TRAILERIZING
Columbia, having decided to produce and distribute its own trailers in a break with National Screen Service, has moved ahead of schedule in this new service, according to the company.

By Oct. 15 the Col branches will have received both trailers and accessories for all releases through the end of this year.

That Col was well prepared for the shift away from NSS seems reflected in the fact that all of the company's exchanges already have

flected in the fact that all of the company's exchanges already have gotten trailer and accessory material for the November releases, including "Let No Man Write My Epitaph," "Surprise Package" and "Hell Is a City," and the promotionals for the December productions are near readiness.

Gordon McLendon

announces with pride the assignment to create and produce

NATIONAL RADIO CAMPAIGNS

for

THEOR A CONTRACTOR OF THE PARTY OF THE PARTY

JOHN WAYNE • RICHARD WIDMARK • LAURENCE HARVEY



and

## CIMARRON

GLENN FORD • MARIA SCHELL ANNE BAXTER

#### A FEW OF THE OTHER GORDON McLENDON CAMPAIGNS:

Samson and Delilah From Here to Eternity Bridges at Toko-Ri The Country Girl Never So Few House of Usher Pork Chop Hill The Glenn Miller Story On the Waterfront Hell to Eternity
Hound of the Baskervilles
Man On A String
The Gene Krupa Story
Tom Sawyer
A Night To Remember
Why Must I Die
Shane
The Wild One

A Woman Like Satan

## British Less Rigid About Toll But Successfully Boycotted Film Producers Who Unloaded to Video

speaking for himself and not as prexy of the Cinematograph Lyhibitors Assn., Alfred Davis said in New York Thursday 220 that he thought it quite unlikely that British exhibs would take a cial stand against tollvision as adenate a that taken by their U counterparts.

There are too many exhibitor who are interested in findi on the promatograph of the provided of the

might embrace tollvision.

Although admissions have been dropping drastically in Britain in recent years, and theatres amostly marginal have been closing at a rapid rate, "we in Britain don't take quite the same efficial attitude towards television as you do here." Parks said. "For are thing we are a vertically it thated radictly so that the bill estimate it is and reducing so that the bill estimate at a producers with the first transfer of a producers.

Divided Lave

Le Fin di has . heatrical films off ty

And FIPE, a joint ciled a fining of moderation, distribution and exhibit tion, has face a success so far, sa'6 Davis, de me the sale of som [50] films by producers Daniel Angel and John and James Veedle to the sale of som [50]. pays, do note the sale of som 54 films by preducers Daniel Angel and John and James Woolf to twinterests. As a result of that sale, those producers have been so successfully howcotted that they haven't been able to make any subsequent theatrical features, arording to the exhib leader. No distributor would give them a release, he said, and without a release, no bank will put tup the money.

since each her other into exist and, in fact because of the, boycoit which has made theatrical film scarce to tv., the Woolfs and Angel were able to get better prices for their wares than if the market had been glutted with competing prod-

lease.

Major problem in the U.K., the CFA chief suggested, is the product shortage, which would be even worse without the Eady Plan. He declined comment on the feasibility of an Eady Plan here, pointing out that the situation in Britain is much different since, because of the smaller domestic arket, i.

#### New York Theatre

RADIO CITY MUSIC HALL-THE DARK AT THE TOP OF THE STAIRS
ROBERT PRESTON - BORDTHY MCGURE
A WARNER BODS. PICTURE IN TECHNICOLOR
ON STAGE "THREE CHEERS" & "KOL MORE!"

Chicago, Sept. 27.
Picter E. van Beck. asst. to the president of Zenth Radio Corp., knee 1931. has been elected previous for Treo Inc., Zenil'i's subscription to arm. S. I. Marks, who and resident as prez of Treo, will serve as the sure.

The is he cample in 1949 to engine id.

r demonstration of the computation of the first section of the computation of the computa

#### Sam Katzman

Continued from page 3 = theatres during the middle of the

cording to the exhib leader. No week."

distributor would give them a release, he said, and without a release, no bank will put up the money.

He added parenthetically that he didn't think the boycott was rulining the exceers of the producers, since each has other interests and, in fact because of the boycott.

makes the difference.

"Theatre managers tode are not given any incentive to interest packed houses." Katzman said, and added "they are underpaid for what is expected of them and they have n say in what to book or how to advertise and expleit the pix they get. It's in the neighborhoods the theatre manager is getting the hig let-down."

Let.

Also unset. Davis reported, is FIDO's official attitude towards pay tv. Since organization was formed for the expressed purpose of protecting the exhibitor from the competition of films over a free medium, he is not sure that a pay tv exhibitor would be regarded in the same light, particularly if exhibitors are the ones behind it. He thought it most likely that pay tv would simply be regarded as an extension of the theatrical release.

Major problem in the U.K., the CEA chief suggested, is the production of the production of the competition of the even would be even the competition of the competition of the competition of the competition of the description of the competition of the to movies? By this trend we are climinating approximately 75% of our potential business. We're now trying to sell luxury item to mid-dir-class and are forgetting the foundation of our business."

Katzman also believes the '60's Will see a return to the double-bill with "," and "B" features, "give em their money's worth." He said lie has gone to theatres and found people grumbling when they came tut, "they soak us to go to a show starting at 8:00 p.m. and lets out at 9:30, we should hav stayed home and seen tv."

Katzman concluded with the admonition, "the motion picture business must deal in a saleable product of entertainment at a.

product of entertainment at a price the public can afford and not price itself out of the market."

#### Football Probationers Banned for Tollvision Along With Money TV

Along With Money TV

Pitssburgh, Sept. 27.
Tollvision took its Jacq alongsid ceminerval video on an equalbasis with the National Collegiate
talkthe Assa. Wednesday (21)
when the ruling hody of college
sports rotfied the Unof Pittsburgh
that it could not carry a closed circut, showing of the Pitt-Oklahoma
gai because th honers were on
probation for recruitin abuses.
Carlton Chesney, wh formerly
handled sports at NBC, is now active in selling colleges sport consts that are not on the con merstal lanes. Frank Carver, director
of athletics at Pitt, bought the Oklahoma gain from Chesney for

of athletics at Pitt, bought the Ok-lahoma gain from Chesney for showing to students in the school's Field House. After publicizing the game. Carver decided to check with the NCAA to see if the ban on Oktahoma's tv participation ex-tended to tollvision. On Wednes-day, the NCAA ruled there was no difference. difference.

As a "sult Carver cancelled and the school took a small loss on minor preparations. Money was re-funded to peopl will bought

erratina entire ver ed Satur-t inco.

Bob Caidelein

th 20th state ore "Visited Best mof the Sea." and the prediction, and the prediction, and the prediction of the Sea." and the prediction of the Sea." and the prediction of the Sea." and the prediction of the Sea. The Se

will direct for roducer George St, George; "Gigot." Jackie Gledson starrer to be producer. by Bill Smith and directed by Frank, Tashli; "Warm Bodies." at Boone-Hackett-Margo Moore starrer to be directed by Norma Taning, direct by Norma Taning, which white Three Stooges," Carol He'rs, Three Stooges starrer which Walter Lang will direct for producer Charles Wick. "Solo." Dick Powell's Robert

"Solo," Dick Powell's Robert Wagner starrer;
"Return to Peyton Place: which

## **Dubs Anti-Toll Petitions 'Pathetic'**; Asks 'What About Free Enterprise?'

NOVINS' UPPED STATUS

General Massachusetts. He later, became secretary of the com-pany and chairman of the Tele-meter Magnetics subsidiary, in addition to helming International Telemeter.

## 'CAN-CAN' AT \$1.50

BESTS HARD DUCAT

Minneapolis, Sept. 27.

"Can-Can" (20th), which wasn't the second place, the movies and a spot check showed that noise of them was interested. Bill Moclair, manager of the Penn, said their closed circuit by is instable in his 3,300 seat house when the attraction rates only a dollar admissi charge, the table that was to be charged at the Field House, He said that the second place in the movies and GOOD whose have nothing to fear from the attraction rates only a dollar admissi charge, the table that was to be charged at the Field House, He said the trace on the movies and GOOD to have nothing to fear from the first week of Fisse development is grossed a exclusional that compare the one is the movie and compared the first week of Fisse development is grossed as the movie and the current the irrst week of Fisse development is grossed as the movie and collar admission approximation of the compared the current the irrst week of Fisse development is grossed as the movie and the current the irrst week of Fisse development is grossed as the movie and collar admission.

At the neighborhood Harold Field move a grossed as the movie and GOOD whose nothing to fear from each other, because ther the irrst week of Fisse development is grossed as the movie and collar admission. The movie are neighborhood admission.

At the neighborhood downtown, the irrst week of Fisse development is grossed as the movie and collar admission. The movie and collar admission of the movie and collar admission of the movie and collar admission. The said the traction are the movie and collar admission of the movie and collar admission. The movie and collar admission of the movie and collar admission. The movie and collar admission of the movie and collar admission o

rfield pro-years for hadeep here. For "Can-Can" here. For "Can-Can"
Centary strated from its excla Categorian policy only thesecond to the other occasion
havated herea "Windj immer"—and
installed Todd-AO 70m equipment
at a \$50,000 cost. And the picture,
which isn't being released 35m yet,
ran only cight weeks to very diappointing grosses. appointing grosses.

#### PEACTIVATE PORTLAND, ORE.

Metro Previously Switched Service To Seattle Branch

Metro's Portland, Oregon exchange, the functio of which were diminished in July, 1958, has been returned to service as a full-fledged branch. The activities previously transferred to the Seattle exchange will be resumed by the Portland effice.

Louis Amacher is the Portland branch manager. He and his staff will now perform all normal exchange operations. The office had never been closed and Metro reined a manager, a salesman, and

ined a manager, a salesman, and booker there in the interim period

#### Stanley Staff Shifts

Albany, Sept. 27.
A reshuffing in Stanley Warner Theatres organization brought the promotion of Alfred G. Swett from promotion of Africa (a sweet manager and Strand house manager to full-time district manager; the transfer of Frank Kelly from the Delaware art house) to the Strand as manager of the strand as mana ager.
Also the dispatch of Ted Moi-

sides from assistant at the Strand to manager of the Delaware; the switch of Charles Mueller from as-sistant at the Ritz to the same post

Return to Pevton Place, which Jose Ferrer will direct for ducer Jerry Wald.

"Wild the Country," Elvis Philip Dunne will direct for Wald, "St. Francis of Assist," Triton Productions pic which Michael Curtiz will direct for producer Plato Skouras.

"Jules Verne Story," with Jack Arnold set to direct for Skouras.

"Schedule was set following confabs between Goldstein and 20th prexy Spyros Skouras. Twelve of the films will be under Goldstein's guidance, the remaining to come from indie producers.

His newspaper bosses, the Rid-NOVINS' UPPED STATUS

Telemeter Chief New Yeep
Paramount Parent Corp.

Louis A. Novins, president of Paramount's International Telemeter division, has been elected a vicepresident of the parent corpo

nieter division, has been elected a vice results at the first the parent corpolities against tell tv. parent v.p. are Clepper calls the petitions. Paul Raibourn't Y. Frank Freeman. "fiduciluous" and bit pathetic." Jack Karp, George Weltner and Randy Wood.

Novins joined Par in 1946 as enterprise system and avers that assistant to the president. Previ: "the movies don't need to stoop to ously he was Assistant attories when tactics" and that good ones General Massachusetts. He have nothing to fear from it.

have nothing to rear from it.

"Ridiculous and a bit patheti
are these petitions placed in movie
theatre lobbies," wrote Clepper,
"The petitions are against pay-ty
and, the public is asked to sign
them. Then they'll be sent to con-

"In the first place, pay ty would be a business like any other and

## KENLYUR' IN ALBANY

Mensioner L. Co. Frait, seerly to Bishop Villiam A. Senily chairm. If the Bishops Chairm, or Me Bishops Committee on Mot. a Petrics of the Changery attending with a mile of offer Catholic cherymen, brother and seminarious, previ w. of "Ben-Hun" at the Ritz Wednesday ni. fit [21].

Wednesday ni. fit [21].

Wednesday ni. fit [22].

Wednesday ni. fit [25].

Wednesday ni. fit [26].

Wednesday ni. fit [26].

Wednesday ni. fit [27].

Wednesday ni. fit [27].

Wednesday ni. fit [28].

Wednesday ni. fit [28].

Wednesday ni. fit [28].

Wednesday ni. fit [28].

ago.

Bishop Scully issued that directive, which dealt a heavy blow to the Strand's grosses. The Troy i Troy, also in SW house, was is

Troy, also in SW house, was is hit.

Monsignor, Hart transmitted the invitation for "Ben-Hur" to priest of the Diocese, as well as to Sisters—for a private screening Saturday afternoon (24).

The priests reaction to the Metro road-shower was excellent. Clergymen of the Protestant and Jewish faiths received mailed invitations to a third preview, for members of the area press, televist and radio, Tuesday night (27). A "black tie" premiere is scheduled for Wednesday (28).

#### GORD WHITE'S ULCERS

Ad Code Administrator In Englewood Hospital

Gordor White, wh administers the advertising code for the Motion Picture Assn of America, is at the Englewood (N. J.) Hospital suffering from ulcers,

Si ce White has had a tough-time in recent years with the ads submitted by the fill companies, the pub-ad committee of the MPAA thought it only fitting to pass the following resolution: "We who gave you the ulders sincerely hope, you'll soon be well again." The resolution, sent to White, was resolution, sent to winte, was signed by all members of the committee. It was accompanied by a composite picture of the committee, drawn by Si Seadler, showing the pub-ad men with bowed head and halo.

#### READY,

Willing and Able Young Man, With Sales Experience Seeks Position In Motion Picture Field. KI 3-0360. BOX V-1255 VARIETY, INC., 154 West 46th St., N.Y. 36, N.Y.



Dear American Cirlines:

I am the store coordinator for a national 2.

Chain Name the airline and fir flown it. For courtery, service and expert

Pilot ability my hat's off to your line, the number one airline in my book

Harry Hillarch

Our Pilots, Mr. Hillard, are another of the reasons why American Airlines is first choice of experienced travelers. There are 1,750 of them; many are 15 and 20-year veterans—multi-million-mile Captains. Each follows a rigid apprenticeship with continuing company and government examinations. They are the elite AMERICAN AIRLINES of the Jet Age. America's Leading Airline

## FCC's Ford Sees All-Channel Set As Best Way to Expand TV System

An all-channel television receiver, according to FCC Chairman Frederick W. Ford, is the key to an "expanded television system." Bill perfect from the society has Wednesday dill) receive Cliff will never be the society has the consumers be capiped to receive Cliff will never be the society of the commerce for sale to consumers be capiped to receive Cliff will never be the society of the commerce for sale to consumers be capiped to receive Cliff will never be the society of the commerce for sale to consumers be capiped to receive Cliff will never be the society of the commerce for sale to consumers be capiped to receive Cliff will never be the society of the commerce of the constraint of the commerce of the constraint of the ceiver, according to FCC Chair-man Frederick W. Ford, is the key to an "expanded television system

Justice Dept. lead. He carefully shirted any personal observation as to whether he also thought, it was illert, however, preferring instead to make it fit the 90-minute was acting on a quasi-mandate from the Federal legal eagles.

Ford added at one point his own observation that network option me "is not essential to the operation of the networks" and that the effect on piogramming. "There are many incentives the networks could effer istations to clear tim," he said. He would specify only one such incentive—increasing station compensation for carrying network feeds in station time.

Tap John Hayes

As Johnson Adde

Washington, Sept. 27.

John S. Hayes, prexy of CBS Ridio Affiliates and prez of the Washington Post Broadcast Division WTOP-AM-FM-TV, Washington, Washington Post Broadcast Division WTOP-AM-FM-TV, Washington WTOP-AM-FM-TV, Washi

#### Bill Grumbles Quits RKO To Helm Memphis Indie



### **TV Network Premieres**

(Sept. 28-Oct. 8) WEDNESDAY, SEPT. 28

Hong Kong (film), Action-Adventure, ABC, 7:30-8:30 p.m. Par-

#### THURSDAY, SEPT. 29

THURSDAY, SEPT. 29

The Witness (tape), Drama, CBS, 7:30-8:30 p.m. R. J. Reynolds via William Esty, Helene Curtis via McCann-Erickson and Esquire Boot Polish and Schick via Mogul, Williams & Saylor.

Guestward Ho (film), Situation Comedy, ABC, 7:30-8 p.m. Ralston Purina via Guild, Bascom & Bonfigli and Seven-Up via J. Walter Thompson.

My Three Sons (film), Situation Comedy, ABC, 8:30-9 p.m. Chevrolet via Campbell Ewald.

Outlaws (film), Western, NBC, 7:30-8:30 p.m. Participating.

FRIDAY, SEPT. 30

Westerner (film) Western NBC, 8:30-9 p.m. Simoniz via Dance

Westerner (film), Western, NBC, 8:30-9 p.m. Simoniz via Danc-er-Fitzgerald-Sample. Warner-Lambert via Lambert & Feasley. Beechnut-Life Saver via Young & Rubicam and Mogen David vi

Beechnut-Life saver via roung or reactions.

Flintstones (film), Animated Comedy, ABC, 8:30-9 p.m. Miles Labs via Wade and R. J. Reynolds via William Esty.

Michael Shayne (film), Mystery, NBC, 10-11, p.m. Oldsmobile. via D. P. Brother, Pittsburgh Glass via BBDO, du Pont via BBDO, Beechnut-Life Saver via Young & Rubicam.

SUNDAY, OCT. 2

The Islanders (film), Action-Adventure, ABC, 9:30-10:30 p.m.

Participating,
Candid Camera (tape-film), Comedy-Interview, 10-10:30 p.m.
Bristol Myers via Young & Rubicam and Lever Bros. via J. Walter

Thompson.
Walter Winchell Show (tape), Interview-Commentary, ABC, 10:30-11 p.m. Hazel Bishop via Raymond Spector.

#### MONDAY, OCT. 3

Surfside 6 (film), Action-Adventure, ABC, 8:30-9:30 p.m. Particl-

Suriside o time, accounts, situation Comedy, CBS 9:30-10 p.m. Andy Griffith Show (film), Situation Comedy, CBS 9:30-10 p.m. General Foods via Benton & Bowles.

Peter. Gunn (film), Mystery-Adventure, ABC, (shifts from NBC), 10:30-11 p.m. Bristol Myers via Doherty, Clifford, Steers & Shenfield and R. J. Reynolds via William Esty.

TUESDAY, OCT. 4

Stagecoach West (film), Western, ABC, 9-10 p.m. Participating. WEDNESDAY, OCT. 5

My Sister Elleen (film), Situation Comedy, CBS, 9-30 p.: Colgate via Ted Bates and Pillsbury via Campbell-Mithun.

THURSDAY, OCT. 6

Angel (film), Situation Comedy, CBS, 9-9:20 p.m. General Foods and S. C. Johnson v. Benton & Bowles.

#### FRIDAY, OCT. 7

Route 66 film. Action-Adventur . CBS, 8:30-9:30 p.m.Chevrolet via D. P. Brother, Philip Morris via Leo Burnett and Stepling Drug via Dancer-Fitzgerald-Sampl. Mr. Garlund (film.) Action-Adventure, CBS, 9:30-10 p.m. Liggett & Myers via Dancer-Fitzgerald-Sample and Plymouth via N. W.

Ayer.

The Law and Mr. Jones (film), Drama, ABC, 10:30-11 p. Proc-ter & Gamble via Compton.

#### **SPECIALS**

Fred Astaire (tape, color), NEC, Wednesday, Sept. 28, 10-11 p.m. Chrysler via Leo Burnett.

Bell Telephone Hour (tape, color), NBC, Frida, ... ept. 30, 9-10 p.m. AT&T via N. W. Ayer.

Du Pont Show of the Month (live), CBS, Friday, Sept. 39, 8:30-10 p.m. Du Pont via BBDO.
Love in America (tape), CES, Sunday, Oct. 2, 9-10 p.m. General Electric via BBDO.
Bob Hope Show (live), NBC, Monday, Oct. 3, 8:30-9:30 p.m. Buick via McCann-Erickson.
Rivak The Barbarian (film, color), NBC, Tuesda Oc. 4, 10-11 p.m. No sponsors ye.
Bing Crosby Show (tape, color), ABC, Wednesday, Oct. 5, 10-11 p.m. Oldsmoble via D. P. Brother.
Victor Borge Show (tape), ABC, Thursday, Oct. 6, 9.30-10:30 p.m. Pontiac via McManus, John & Adams.
Eleanor Roosevelt's Diamond Jubilee Plus One NBC, Friday, Oct. 7, 9-10 p.m. Cancer Foundation.
Phil Silvers and Polly Bergen (tape), CBS, Saturday, Oct. 8, 8:30-9:30 p.m. Carling Brewing via Lang. Fisher & Stashower.
(Lists of network premieres include only programs new to telerision and the few inst nees of programs changing networks for the '60-61 scason.

#### Salt Lake TV'ers In Switch on Election **Hookups With Dailies**

Salt Lake City, Sept. 27.

Election goverage by Salt Lake City television stations during the Utah primaries was marked by an odd switch which saw KSL-TV, owned by th Latter Day Saints Church, turning down its former election affiliation with the Deseret

election affiliation with the Deseret News, likewise wind by the LDS. Church, and using Salt Lake City Tribune, facilities instead. Reason given—unofficially—"The News is too slow."

KUVT, partially owned by the Tribune, continued to use Tribune, tallies, sharing city room facilities with KSL-TV. However KCPX, which formerly used the Tribune, and in 1956 set up its own state-wide coverage, turned to the Deseret News for results. KCPX-TV live cameras were installed in Deseret News city room, with program director Dan Rainger doing atmosphere and liews director Roy Gibeon handling studio tote-board. Unfortunately making prophets (Continued on page 54)

(Continued on page 54)

### **NBC** Radio Into Black in '60

NBC Radio is in the black for all of 1960, after having operated in the red every years since the early 50's when network radi then gave way to network ty i popularity. The network, moreover reported that net sales of better than \$1,250,000 in the past three weeks placed it in a profit-making position as far ahead as the first quarter of 1961. Key advantage of the new sales

status of NBC Radio is how it affeets the radio affils. Network according to a reliable estimate, will have paid somewhere over \$2,000,have paid somewhere over \$2,000,000 in compensation to its affiliated stations by the time 1960 has ended. By the end of the first quarter of '61, the overall compensation should go up about 25%, bringing the take for NBC stations to from \$630,000 to \$65,000 for the Jan-March period.

NBC Radio has about 200 affils.

## TV P.R. 'IMAGE' OR 'ANGLE'?

### Webs' Pubaffairs Snafu

Washington, Sept. 27.
CBS and NBC have slotted Lyndon B. Johnson and Henry Cabot
Lodge against one another, fighting for the same televlewers, on
Oct. 9 as the upshot of some baffling planning in public affairs programming.

Oct. 9 as the upshot of some baffling planning in public affairs programming.

CBS has decided to move its "Face the Nation" into the same Sunday time period (6-6:30 p.m.) that NBC's "Meet the Press" has long occupied, effective Oct. 2. This is certain to ignite Congressional criticism, because many members of Congress faithfully watch both programs during what's known around Capitol Hill "the Sunday to intellectual ghetto." That the two programs generally attract the same viewers is an established fact.

CBS' action comes at a time when networks, with their first important relief from Sec. 315 (equal time) in this Presidential and Vice Presidential campaign, are otherwise investing heavily to prove ty is capable of journalistic excellence in high quality public service programs.

prove tv is capable of journalistic excellence in high quality public service programs.

But the incident which will call the CBS shift to the nation's attention most dramatically is the scheduling Sunday Oct. 9 of Democratic Vice Presidential candidate Johnson on "Meet the Press" and Republican Vice Presidential candidate Lodge on "Face the Nation" in the same time period:

Otherwise, there won't be a conflict among the four major candidates. Lodge and the top man on his ticket, Richard M. Nixon, have both already been on "Meet the Press." Democratic topper John F. Kennedy will be on "Meet the Press." Democratic topper John F. Kennedy will be on "Meet the Press." Oct. 16 and on "Face the Nation" Oct. 30. Johnson will be on "Face" Oct. 2. Nixon hasn't yet agreed to a date to be on "Face," but Oct. 23 is being offered.

## **UN Tough on TV Enterprise**

CBS Tries for Some Exclusive Coverage, But UN A Stickler for Rules

Some of the same in-fighting that marked the network competithat marked the network competition for news beats during the political conventions was evident last week in the UN General Assembly coverage last week. But the strict UN rules quickly put an end to the jockeying.

cBS twice got the jump on ABC and NBC, but in the first instance the manuevering was stopped on the complaint of NBC. The second alleged infraction of the UN rules by CBS, caused an outery from the UN that more resembled an international incident than a of reportorial enterprise.

national incident than a of reportorial enterprise.

Last Tuesday (20), during the arrival of delegates at the General Assembly building, CBS had, perhaps innocently, placed a camera outside the main building, but still on UN ground, to lens the VIPs as they left their limousines. But the UN staff had previously laid groundrules, permitting use only of UN pool cameras on UN property. It was a CBS camera with a CBS man in charge, making it a wildcat camera. To compensate, the UN the next day legitimatized the live camera position by "borrowing" the machine from CBS and then putting a UN director in charge of it, so that all three webs could shoot at limousines to their collective hearts' content.

On Thursday (22), a CBS correspondent, Daniel Schorr, manuevered Fidel Castro off toward a (Continued on page 56)

(Continued on page 56)

## **CBS** Relents On **Talman Casting**

William Talman has resumed his thespic career. The actor, idle since being dropped from the cast of CBS-TV's "Perry Mason" last March 17, completed back-to-back roles in two episodes of "Have Gun, Will Travel," another CBS widseries. Segments were lensed on location in Bishop, Calif.

Talman enacted the role of a sheriff in the first stanza, "A Long Way Home." directed by Andrew McLaglen. He played the role of an old heat-up cowhand in the latter frame, "The Killing of Jesse May," which was helmed by Richard Boone, star of the series.

"The initiative in casting (of Talman)" was taken by the show," producer Frank Pierson stated. Insofar as Pierson could ascertain, "(the Perry Como production the latter hiring of Talman," although it appeared "no one else had really made the effort to hire Talman on any other CBS show."

In the life of tv. Repeat eight months later reached 13,654,000 tv homes. With Tarvelers Insurance sponsor in the latter frame, "The Killing of Jesse May," which was helmed by Richard Boone, star of the series.

"The initiative in casting (of Talman)" was taken by the show," producer Frank Pierson stated. Insofar as Pierson could ascertain, "(the Perry Como production tompany) where for two years he the hiring of Talman," although it appeared "no one else had really made the effort to hire Talman on any other CBS show." Hollywood, Sept. 27.

#### That's Show Biz

Just two years ago this month CBS-TV program veep Mike Dann tapped an unknown CBC-TV producer-director for the directing assignment on "Your Hit Parade." Young director, Norman Jewison, now has just about the most enviable slate of assignments in the business. Here's his schedule for the next four months:

September, directing Jackle Gleason in "The Million Dolar Incident". October, directing Danny Kaye's tv. debut; November, directing the Harry Belafonte special; December, directing the Gershwin Years" for Leland Hayward.

## 3d Edition Of 'Peter Pan' Via Revlon in Dec.

NBC-TV has scheduled a new two-hour version of "Peter Pan" with Mary Martin for Thursday, Dec. 8. Revion has agreed to pick up-the tab on the entire production, if NBC fails to find another sponsor to underwrite half of the program, after having first made its buy conditional to NBC finding a corporate.

its buy conditional to NBC finding a cosponsor.

This third tv edition of "Peter Pan" will be in color and the first done on tape. It is expected to cost nearly \$500.000 to produce, which is roughly \$150,000 more than the original live production cost NBC five years ago. Reason the network won't use either the kinnie from the first or the second show is because of a change in the web color standard and the relative inadequacy of kinnie compared to vidtape.

## PLEA ON SHOWS

By BOB CHANDLER

It seems fast becoming an Iron-clad law of networking that, as programming quality decreases, the number and efforts of the so-called "image-makers" tend to multiply. Network programming, from the looks of it thus fat this burgeoning season, seems to be at an alltime low, while the influence of the talk-it-up boys appears heading for a converse record high. All of which points up that the

neading for a converse record light.

All of which points up that the networks have lost contact with what was once axiomatic in the early day's of television: "The image is on the tube." In the beginning, communication between the webs and its public was simple and direct.—if came through the prodirect—it came through the pro-grams themselves. Today, it smacks of "angles."

of "angles."
For instance, one of the more popular (nonetheless true) remarks was that the tv performer had to have honesty and sincerity. The phonies could be spotted on the homescreen in a minute. Similarly, the networks created and maintained their own "images" directly via their programs and personalities, and the role of the publicist and public relations man was confined to getting the public to watch those shows and that talent.

Today, it's a question of playing

those shows and that talent.

Today, it's a question of playing the angle and copping the plea, with the "image" boys dismissing the week-in, week-out programming—the first line of communication with the public—in favor of "but look at our public affairs shows". "look at our specials." or "book what a job we're doing in Washington" or any one of a dozen 'party lines" that dismiss or confuse the basic issues of responsibility in programming.

All of which is very nice for the

All of which is very nice for the p.r. boys. It creates full employment and takes some of the burdens off network execs. The trouble; though, is that while the public's not buying it, some of the network brass is, and they've forgotten that perhaps corporate image lles ln doing—through program-ming—not talking about it.

lies in doing—through programming—not talking about it.

At NBC three years ago, to take one situation, the web decided to throw in the sponge on responsible week-in, week-out programming, in favor of what was euphemistically called "bread & butter" programs, and placed the burden of quality and responsibility on the web's specials. The specials—"200, count 'em', 200"—were to be the network's hallmark of quality, according to the image-makers.

So what happened? The web came up with some quality specials, and got some audience and a few awards. Meanwhile, the regular schedule went to pot, the specials didn's come off in terms of quality vis-a-vis frequency, and the total result was the predicament (Continued on page 56)

(Confinued on page 56)

## **Tom Bosley Set** For Right Man

## WEBS COPPING A Network Chieftains See 'Debates' Here to Stay as Presidential 'Musts'

ARB Top 10

"Checkmate," the CBS-TV Saturday hour, is the first new show of the season to hit the top 10 en the seven-city ARB report. All 10 shows are CBS entries. Here's the top 10 rundown, covering the week of Sept. 19-25.

## Fla. Gov. Collins As Frontrunner For NAB Prexy

Gov. Leroy Collins of Florida is one of the two men being considered for the presidency of the National Assn. of Broadcasters. His office in Tallahassee confirmed that he is a contender for the NAB

Identity of a second man, also in the running for the post, is a carefully guarded secret of the eight-man NAB committee appointed to find a successor to the late Harold E. Fellows.

Collins gained national attention when he served as permanent thairman of the Democratic National Convention in Los Angeles, in July, appearing on tw more than any other individual at the convention. He is a liberal governor and his views on racial moderation have subjected him to criticism in his southern state. His term of office expired in January and he could not be a candidate for a second term under Florida laws.

Callins was advanced for NAR's Collins gained national attention

second term under Florida laws.

Collins was advanced for NAB's top post by John S. Hayes, a member of NAB's presidential-finding committee. Hayes is prez of Washington Post Broadcast division, which owns WTOP-AM-FM, Washington; and Florida station, WJXT, Jacksonville.

#### Webs No Like TIO's Nixon-Kennedy Ads

The three tv networks, which were instrumental in establishing the Television Information Office, evidently didn't put much faith in their image-making offspring when it came to the advertising for the Kennedy-Nixon meetings on tele-

TIO went to McCann-Erickson, which prepared ads for the use of TIO members to promote the telecasts of the Presidential candidates. TIO approved the copy and sent it along to the local station members, but the webs wouldn't accept it for themselves.

themselves.

Instead, NBC, CBS and ABC are collaborating their own joint ads. CBS is doing the copy, NBC the layout, with ABC coming in on the overall scene.

collaborating their own joint ads.
CBS is doing the copy, NBC the layout, with ABC coming in on the overall scene.

Lou Hausman, TIO director, said the difference of opinion on copy was "perfectly natural," since station and network objectives in advertising often vary. What delighted Hausman, he stated, was in the fact that the three webs were able to get together for a joint ad.
Hausman had a hand in getting it them together after it became evit, dent that the networks individually in the together after it became evit, dent that the networks individually in the trio ad for their purposes.

In the TIO ad for their purposes.

Chicago, Sept. 27. Frank Stanton's baby—the "great debates"—whelped its first Dualog last night (Mon.), and network chleftains quickly pronounced the face-to-facing as here to stay in Presidential contests.

Presidential concess.

The assurances, specifically, came from CBS chairman Bill Paley, who headed the web's contingent to Chi, and NBC's Bob Sarnoff. Both agreed the debates would become an institution of American Presidential politics.

would become an institution of American Presidential politics.

Somewhat more cautiously, CBS News head Sig Mickelson figured the show as a "precedent that almost certainly" will have to repeat every four years.

If the broadcasters expressed unqualified enthusiasm, some of the pad-and-pencil journalists on hand saw it as a little too well staged, the timing a little too rigid, etc. Criticism, however, was muted—most of the newsmen conceding the initial Nixon-Kennedy verballstics packed sufficient suspense and drama to bring them back Oct. 7 when the candidates duel from Cleveland via NBC.

All production points seemed pretty well covered for this initialer. Cameras, for one thing, were kept off the candidates when either had to mop away perspiration or reach for the water.

Make something of it if you will, but Nixon had four offices for his staff and Kennedy three in the WBBM-TV plant. Nobody figured it out in terms of floor space, though.

If Gazette and wire service

it out in terms of floor space, though.

If Gazette and wire service newshawks were put out by their virtual exclusion from the opener—electronic newsmen did the quizzing—there was scant sign of it. About the worst gripe was UPI'er Merriman Smith's—that it's always "awkward" covering a story in a tv studio. What miffed him much more was his sizeup of "too much security" furnished by the CHI constabulary.

The pad-and-pencilers consensused that the network newsmen did an excellent job.

## **Goldenson Sees AB-PT Net Up**

Boston, Sept. 27.
Leonard H. Goldenson predicted here yesterday (Mon.) that earnings of American Broadcasting-Paramount Theatres for the third quarter will be "well ahead" of last year. The AB-PT president, speaking before the Boston Society of Security Analysts, also said he expected record sales and earnings for all of 1960 and declared that the gain was "primarily" due to the corporation's television arm. Goldenson said that ABC-TV could, in light of what he sees as the bullish economic triend, more than double its 1959 billings within five years.

#### FCC Reprieve on Miami Ch. 10 Pending Appeal

Washington, Sept. 27.
Federal Communications Commission has granted Public Service Television permission to remain on Miami Channel until U.S.

## Gotta Be Awful Lucky to Make Hay 💈 With Residuals on 1st-Run Syndie **Product in Subsequent Go-Rounds**

Everyone talks about residuals in the half-hour vidfilm field. To the talent, they look like a bonanza To the producers, reruns mean re-coupement and perhaps a profit. To the syndicator, it means volume and hoped-for black ink on a

But what are some of the economics facts governing residuals today? Initially, the economic life of syndic first-runners should be examined.

Good deal of syndie half-hour rufdfilm product has a production rut of from \$30,000 to \$35,000 perepisode. Assuming the lower end of the scale, a vidfilm series the first time around in order to break even should gross \$1,900,000. The \$1,900,000 represents distribution charges of 3315% taken off the top print and ad costs of \$100,000 and the production costs of over \$1,100,000. How many syndie firstrunners break even the initial time around? Few indeed, at least this past season. All the others never made that \$1,900,000, the more successful shows coming closer to that symbolically magic figure than the others.

That situation makes all investor

That situation makes all investor eyes turn to residuals for hope, re-coupement and profits. What are the realities of the residual market today? In a word, precarious.

A real hot syndie property put on the residual market can earn another \$20,000 to \$25,000 per episode. Such properties are few and far between. The good property may bring in another \$10,000 to \$12,000. Other properties can't be given away while still others earn as little as \$2,000 per episode for that extra residual ride.

The above figures relate to

for that extra residual ride.

The above figures relate to syndie first-runners put into the rerun field. If the syndie first-runners had the residual field all to themselves it would be roses. But erowding the first-runners, more and more each year, are the off-network properties. It's the unusual syndie property that can compete dollar-for-dollar with the network property in the residual field.

but again in the past year, they have been the relatively few.

## Lotsa Ballyhoo

Actor Ernest Borgnine will narrate a special episode of "Blue Angels," the half-hour flying adventure series out of California National Productions. It'll be a documentary accounting of the famous Navy flight demonstration team, which is being fictionalized in the main by CNP for the ty syndication market.

Because 1961 marks the main is to the productions anniverse.

m the main by CNP for the tv syndication market.

Because 1961 marks the 50th anniversary of Naval aviation in this country, the CNP series has come in for something of a promotional bonanza. The real "Angels" have already performed public demonstrations, timed just prior to launching the tv film series in markets such as Philadelphia. They'll perform soon in Atlanta at dedication ceremonies for the Naval Reserve installation there. It so happens this "personal appearance also takes place just prior to the date "Angels" starts on WAGA-TV there.

A Navy training film by the company of the control of the date "Angels" starts on WAGA-TV there.

A Navy training film by the control of the date "Angels" starts on WAGA-TV there.

A Navy training film by Grumman Aircraft has been made available as promotion material to any "Angel"-carrying tv stations. Film, with Robert Taylor narrating, will be reinforced by special Navy Airforce exhibits.

This activity is in addition to the regular promotions by some of the series' regional sponsors.

#### Unger's O'seas 0.0.

Oliver A. Unger, National Tele-film Associates prexy, has left for an extensive look-see of Europe.

While abroad, he will meet with NTA reps in various countries. In While abroad, he will meet with NTA reps in various countries. In England, he will confer with BBC execs and commercial British broadcasters. BBC is partnered with NTA on "Third Man," sold nationally to Budweiser in U. S. for snot bookings. nationally to Bud-for spot bookings.

## S&H Telefilm For Chi Stores

Chicago, Stpt. 27.

Sperry & Hutchinson, the Green Stamp people, have purchased a half hour on each of the four stations in this market for a documentary they've produced on Chicago's commercial heart, the Loop. But get this: there'll be no commercials, not even a plug'for S&H.

The only mention of the commercial enterprise underwriting the four showings will be in the the four showings will be in the credits, as "made possible by." And even then, it will be represented by the corporate name. Sperry & Hutchinson, rather than the trade name, S&H, which lay people would be more likely to recognize. Fact is, S&H this time wants to promote the merchants in the Loop (specifically those on State St) and not its own trading State St.) and not its own trading

Why would a company shell out upwards of \$30,000 to buy four exposures of a television show for someone else's benefit? Here's the background:

more and more each year, are the off-network properties. It's the unusual syndie property that can compete dollar-for-dollar with the network property in the residual field.

Also, how do you estimate the timing? A good rerun syndie property of intrinsic commercial value may be ruined if that property is released at a time when there's a slew of off-network series in the field. Many a syndie property floundered fitted against a "Honeymoners," a Four Star entry, etc. Some syndie properties make it even in a crowded field—but again in the past year, they would otherwise buy. as premiums which would otherwise buy.

The situation became alarming The situation became alarming for State St. when it was learned that Weiboldt's was going to give-over a large part of its main floor to a snazzy redemption centre for S&H stamps. That would make Green Stamps very conspicuous indeed in the Loop.



#### **FABIAN**

Perry Como Show—October 5, 1960 Current Movie: 20th Century Fox, HIGH TIME. Forthcoming Movie: 20th Century NORTH TO ALASKA Currently: National tour, 1 nighters Commencing October 2, 1960, Mil-waukee, Wisconsin

MDB ENTERPRISES, Phila, Pa Direction
GENERAL ARTIST CORP.

## 1st WB Post-'48 **Bundle of 40 Pix** Into TV Release

First group of 40 post-'48 Warner Bros. pix is being released this week by Seven Arts Associated. under the aegis of sales topper Bob Rich.

Among titles are "Hondo," John Wayne, Geraldine Page; "High and the Mighty," Wayne, Claire Trevor; 'Prince and the Showgirl," Marilyn Monroe, Sir Laurence Olivier, "Star Is Born," Judy Garland, James Mason; "Rebel Without a Cause," James Dean. Natalie Wood; and "Strangers on a Trai," Farley Grainger.

Rich helms a sales staff of eight men, headquartered in N.Y., Chi-cago, Dallas and Hollywood, Next package probably will be released in 6 months. All told Seven Arts acquired 122 WB pix for licensing to the stations. to tv stations.

to tv stations.

Prices to stations for the post'48 WB pix undoubtedly will be 
high. How much so remains to be 
ironed out in negotiations throughout the country. Eliot Hyman's 
Seven Arts guarantees: WB \$100,000 per pic, under the deal, with 
profit sharing provisions after a 
certain point. That's tall coin comcertain point. That's tail coin compared to the old Hyman deal for the pre-48 WB library. Broken down on a per pic basis, the pre-48 library of over 700, pix brought WB about \$25,000 per pic.

#### Franken's Indie Setup

Hollywood. Sept. 27.

Show biz publicist Jerry Franken has formed his own advertising and public relations firm, Jerry Franken Co., headquartering here Firm will be affiliated in N. Y. with William F. Treadwell Inc.

Clients being serviced by Frank-en include Programs for Televi-sion, RPF Enterprises; Stars In-ternational; Richard H. Ullman Del Wood Associates and Omar

Franken recently resigned as ad-Franken recently reagged as ad-promo-publicity head for National Theatres and Television. Prior to that he was director of publicity for Television Programs of America.

## Aussiés' 'Stone' Age

Since David Stone commenced operating in N. Y. as the buyer for the Australian Broadcasting Commission, there's been an upbeat in ABC purchases of American programming.

Series bought include "Robert Herridge Theatre," "Twilight Zone," "Silents Please," "Ray Bolger Show," "Route 66," "December Bride," "Manhunt," "Crusade in the Pacific," "Mike Shane," "Felix the Cat" and most recently "Oh, Those Bells," and CBS Olympic Games coverage.

ABC now has one station operating in each of the six capital cities in Australia and during the next four or five years will add up to 12 stations in country areas.

## Wednesday, September 28, 1960 Syndication D **Syndication Reviews**

THE BROTHERS BRANNAGAN

THE BROTHERS BRANNAGAN
(Tune in for Murder)
With Steve Dunn, Mark Roberts,
Rebecca Welles, Paul Bryer,
Edith Porter, Vic Morrow, Bob
Taylor, Nora Hayden, others
Producer: Wilbur Stark
Director: Anton Leader
Writer: Al C. Ward
Distributor: CBS Films
30 Mins; Sat., 7 p.m.
RHEINGOLD BEER
WCRS-TV (film)

30 Mins.; Sat., a p.m.
RHEINGOLD BEER.
WCBS-TV (film)

(Foote, Cone & Belding)
A good, private eye staple meller
is offered in "Brothers Brannagan."
To its advantage, the opener, and
presumably the series, appears up
to date in private-eye fashions—
a bit of humor, lush swimming
pools and pretty dolls.
Distributor, CBS Films, won't
win any quality awards with this
one, but the preem episode had a
lot of the commercial gimmicks
favored in today's market. Whole
outing was buoyed by pro writing,
fast editing and good production
values.

fast editing and good production values.

Leads Steven Dunn 'dark suit) and Mark Roberts tlight suit, the Brothers Brannagan of the series who operated a private eye mill in Phoenix, Ariz, registered okay. Other distinguishing characteristics of Roberts, the partner in the light suit, was that he liked gals, quoted poetry from a handy notebook, and was more boyish.

Pro script of Al C. Ward had one unexplained flaw. Why the murderous armored car heisters never killed private-eye Roberts in making their getaway was never explained. Things like that shouldn't be foisted on the u wary viewer!

Director Anton Leader had the good sense to cut fast in spots, heightening interest. Rebecca Welles, as the trapped girl, was competent. Paul Bryar, as the police lieutenant, would project better if he had more authority in his personality, Heavies. Vic Morrow and Bob Taylor, were as hard as nails—and menacing, too. Others in the supporting cast were competent.

Credit sheet wave sale producer. Director Anton Leader had the

competent.

Credit sheet gave sole producer credits to Wilbur Stark although Jerry Layton was also listed as producer on the screen credit crawl. Since inception of series team of Stark and Layton has team of Stark and Layton has broken up.) Rheingold Beer is the alternate week sporser broken up.) Rheingold Beer is the alternate week sponsor for the skein on WCBS-TV. Addition of "Brannagan" gives the N. Y. CBS-TV flagship station. crime shows from 7 to 9:30 Saturday nights and westerns for the duration of that evening s network option time period which extends to 10:30 p.m. Horo.

BLUE ANGELS
With Dennis Cross, Mike Galloway,
Warner Jones, Don Grodon, Virginia Lewis, others
Prod.-Dir.: Sam Gallu
Writer: Dale Wasserman
Distributed by: California National

Productions
30 Mins., Mon., 7 p.m.
Participating
WABC-TV, N.Y.

BLUE ANGELS

First of this syndicated half-hour serles, "The Blue Angels," was im-pressive — a quasi-documentary about a quartet of Navy precisi n

pressive — a quasi documentary about a quartet of Navy precisi n jet flyers who are training for air shows. There really is a team of Blue Angels, to set the record straight, and it was apparently they who did all the close drill flying seen in the episode carried by WABC-TV. N. Y.

There was talk of "diamond rolls" and "seeing the lead plane," and it simultaneously created for the untrained viewer the feelings of authenticity and confusion. The story itself was about a personal conflict, dating back some years, between a new member of the team and a veteran Blue Angel. It was resolved when the new man proved himself worthy of his new buddies by fancy flying that saved the life of his commander, who was near crashing in the ocean. It would have been a most obvious story had it not been for the skilled writing of Dale Wasserman, who put some human words into the mouth of his Angels. Whether California National Productions and Sam Gallu, the producer of this series will have enough mate-It would have been a most obvious story had it not been for the skilled writing of Dale Wasserman, who put some human words into the mouth of his Angels. Whether California National Productions and Sam Gallu, the producer of this series, will have enough material to run it out for 39 weeks, without resorting to low flying ty action-adventure cliches, is in doubt; how far, after all, can any will be associate producer.

video program go in making pre-cision flying a constant source of excitement? Four Angel leads, headed by Dennis Cress, as the commander, looked like pilots, clean-cut and manly. Camerawork was tricky, to the point of being intrusive. Art.

EXCLUSIVE!
(The Man Who Changed Faces)
With Kieron Moore, Andre Morell,
Jon Farrell, Martine Alexis,
Nigel Stock, Gerald Helnz, Gerald Anderson, others
Producer: Bernard Luber
Director: Edward Sutherland
Writer: Guy Morgan
Distributor: ABC Films
30 Mins; Tues, 7:30 p.m.
LANOLIN PLUS
WCBS-TV, N.Y. (film)
(Erwin Waseu, Ruthrauff & Ruan)

(Erwin Wasey, Ruthrauff & Ryan)
Why this series has been on the shelf so long is mystifying. Preem episode was a taut, suspenseful drama about the Norwegian under-

drama about the Norwegian underground and the 30 minutes clicked away as absorbingly as any of the better actioners.

ABC Films has had this series, based on the experience of members of the Overseas Press Club, for years. It tried to peddle it to the networks, then, with 13 episodes in the can, a summer sale was sought. All to no avail.

Series finally had to take the syndie route and it's a gain for local programming.

syndie route and it's a gain for local programming.

Opener, titled "The Man Who Changed Faces," was based on a story of Bob Considi Tale dealt with a Norwegian underground leader who took the harrowing Job

leader who took the harrowing job of impersonating a Nazi occupation officer in his home town. Kieron Moore, playing the dual role, did an excellent job.

Guy Morgan's teleplay etched in characterizations and plot lines forcibly. There were over-simplifications, but they were excuseable. A lot took place within the space of a half-an-hour. Nevermind the nuances, the broad outlines rang true. Director Edward Sutherland helped make the script crackle.

helped make the script crackle. Andrew Morell, Martine Alexis, Nigel Stock, Gerald Heinz and others playing members of the underground were very good. Jon Farrel portraved Bob Considine, role virtually confined to a narra-

tion.

Picking up the tab on an alternate week basis on WCBS-TV i
Lanolin Plus.

Horo.

### **Lutherans Offer Cuffo Kidseries**

Chicago. Sept. 27.

National Lutheran Council's new public service kiddie series, "Light Time," has starting dates so far on 39 tv. stations, with more than 60 other outlets tentatively committed Show, employing puppets and Chi tv performer Jim Stewart, is aimed at the 8-12 age group and combines, according to an NLC spokesman, "Christian message with wholesome entertainment."

It's being offered to stations gratis, for once-aweek slotting, on an exclusive market basis. Among the takers are stations in Canada, Australia, Puerto Rico and Alaska. Each of the 15-minute episodes examines a specific cultural or moral problem in the realm of juvenile experience, such as honesty, group pressures, and ridicule. Council producer Betty Barth says the programs are intended to "heighten awareness of God" and hopefully to "motivate the child viewer to attend Sunday school." Shows are written and filmed at Fred Niles Productions in Chicago. To date 15 installments are in the can and 19 others in various stages of production, Chicago, Sept. 27

of production.

#### Fedderson's Trampship'

## IN VIDPIX, IT'S 'FALL FEVER'

## **Central Grid-casting**

Warner Bros. has reportedly issued a request to several hundred major colleges and universities for copies of their 1960 football programs, in which are contained pictures and sometimes short bios on the undergraduate musclemen of the gridiron. Purpose of

bios on the undergraduate musclemen of the gridiron. Purpose of this maneuver is to find likely prospects to appear future editions of Warner telefilm programs.

While the film company doesn't seem to have difficulty finding young female leads for its various tv film ventures, the payoff into programming is in finding rugged-looking male possibilities. This dad of addressing the problem to institutions with football players has a precedent: Warners took Ty Hardin, of "Cheyenne," out of Texas Christain, Frank Gifford, Glant gridder-and-actor, who for a time was a Warner-Tv package.

The football programs, it would appear, are merely going to serve as another kind of players guide. Kick that one around for awhile.

## **NAB Giving Syndicators The Brush Again on Convention Exhibit Space**

Washington, Sept. 27.

Syndicators will take it on the chin again this year at the annual convention of the National Assn. of Broadcasters next May. For the upcoming May 7-11 Washington conclave, syndication program suppliers again will be prohibited from any exhibitor displays.

Decision to continue the NAB policy of the past couple of years was made by the NAB's convention committee. Policy, long regarded as prejudicial by syndicators. limits exhibitors to associate members of NAB who manufacture

numis exhibitors to associate members of NAB who manufacture technical broadcasting equipment. Hospitality suits, conducted by the remaining syndicators who attend NAB conventions, still are okay "in accordance with the availabili-ty of facilities."

ty of facilities."

In protest against NAB convention policy, some syndicators have dropped their membership in the industry organization, contending that local station program suppliers are being treated as "second-class citizens" by the NAB. Other syndicators have conducted hospitality suites, despite the NAB regulations. But even participating syndicators in the past two years have limited their hospitality suite efforts.

### **Martin Leeds Exits Desilu**

Hollywood, Sept. 27.

Martin N. Leeds has resigned as exec v.p. and director of Desilu Productions. Prexy Desi Arnaz said that he and Leeds had reached an "amicable settlement" of Leeds' employment contract.

employment contract.

Termination of Leeds' contract resulted from differences between him and Arnez over certain operating policies of the company. Leeds has run the business and sales aspect of the operation, while Arnaz has functioned primarily in the creative end.

Leeds has been identified with the studio since it moved into vid-pix as a major operation. Earlier, he'd been with CBS-TV's business affairs department in Hollywood. Leeds was also one of the prime organizers of the Alliance of Tele-vision Film Producers.

#### KTTV Snags 'Magoo' First; Saperstein's 'Tracy' Series

Hollywood, Sept. 27.

#### Times Have Changed

Times Have Changed
There was a time in syndication when buyouits, mergers,
consolidations, etc., were
based on the net work of particular syndie outfits. One of
the sizeable outfits in operation is now said to be on the
market.

But, what's the major lure?
A reported \$5,000.000 loss
which could be utilized as a
carryover for tax purposes.

## Ziv's 'Challenge,' 'Space' Off Rerun Launching Pads

Ziv-UA's off-network entries, "Space" and "Challenge," have copped over 31 markets in their initial spurt in the rerun field. Economee, Ziv-UA's rerun division, sold both "Space" and "Challenge" to WPIX, N. Y.; KABC, Los Angeles; WHDH, Clevel an d. KVAR. Phoenix: WALA, Mobile: KOZ, Denver; WSIX, Nashville: KARK, Little Rock; KFSD. San Diego; KTSM, El Paso; and WBRE, Wilkes Barre.

Other recent Economee sales include "Highway Patrol." WNHC, New Haven; WJBK, Detroit; KFSD, San Diego; KGHL, Billings, Mont.; and "Mr. District Attorney." KSTP, Minneapolis; and WTTG, Washington. WXIX, Milwaukee, bought a package sale of properties, including "Dr. Christian." "Boston Blackie." "Harbor Command." "West Point," "Men of Annapolis," and "Meet Corliss Archer."

#### **JACK WARNER JR. SETS** SERIES ON AIR FORCE

SERIES UN AIK PURCE.

San Francisco, Sept. 27.

Jack Warner Jr., who tops his own indie feature and vidfilm production company, plans to do a series centered around the activities of the Civil Air Patrol.

Writing of scripts is now in progress and casting and production plans will be announced shortly. Warner's plans were disclosed in conjunction with the national convention of the Air Force Assnibere.

Hollywood, Sept. 27.

KTTV became the first station in the country to acquire the new "Mister Magoo" cartoon series of 104 shows. Station will program the "Magoo" library in early evening time period, Monday through Friday, starting this fall.

In addition to "Magoo," Televison Personalities, the packager, is one of the leading commercial film production outfits. Blumberg to Lawrence Productions, owned by General Tire & Rubber, has another cartoon series, "Dick Tracy." The "Tracy" cartoons, each five-minutes in length, will total 208 episodes and will be released in Jamuary. Television Personalities, part Television Programs of Marcia and before that Rad been all swip of Renewals and swip of the first station and swip of the first station in the swip production.

Ziv Lock-Up' Renewals

Latest sponsors to sign for section year production on Ziv-UA's moderate provided in the arm to syndication.

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Latest sponsors to sign for section year provided in the arm to syndication.

Latest sponsors to

## BUT SEPT. OK

Will they love me in January the way they loved me in June? The query could well be the theme song of the syndie biz today.

There's a lot of optimistic talk in the air, now swelled by the Fed-

There's a not of optimists in the air, now swelled by the Federal Communications Commission's move to cut network option time. A few key exees, inowever, are playing it cautious, refraining from joining the optimistic hullabaloo. Their attitude is wait-and-see.

Even the most pessimistic among them acknowledge that whatever the real results of the FCC move, the ruling can only help to create a more favorable climate for local programming. Syndicators consider themselves the prime suppliers of local shows, an opinion backed up by the schedule of virtually any station.

It's freely acknowledged that the June through September period this year for the most part, was a this year for the most part, was a comparatively good selling period. Perhaps not as good as previous lush years, but at least the compercial product sold. It was a tight, competitive market, but productive of sales for the relatively favored

The troughs are forgotten, the

few.

The troughs are forgotten, the "wait-and-see" execs caution. If there's another January-June period in '61 as there was in '60, a number of ther syndie houses, it's felt, will be forced to shutter. It's the most natural thing in the world to forget troubles when things are looking up, as they are currently.

Traditionally, syndie biz has been more active in the June-September period, with stations gearing up their schedules for the new season and local and regional advertisers around in greater numbers for syndie buys. The January-June period, in contrast, has been more sparse, and in the so-called normal years, syndicators would space their releases accordingly. But now, with the exception of Ziv-UA, most of the syndicators are down to releasing two or three first-runners a year.

That brings up another problem, with the January-June period an unknown quantity, should syndicators release new first-run properties at that time? The problem is being weighed by more than one syndication house. What to do?

ues at that time? The problem is being weighed by more than one syndication house. What to do? Answers must be secured shortly for production go-ahead signals must be given.

syndration house. What to do?
Answers must be secured shortly for production go-ahead signals must be given.

In favor of going ahead—despite the uncertainties of the market—are these factors. Most syndie houses have pruned their sales force if it's to remain with a company needs product to sell. First-runners, it's contended, showcase the entire catalog of product. Without first-runners, there's a dilution of the company's image.

Opposing arguments mainly run along the lines of "let's concentrate on residual selling in lull periods and prune the sales department even more if necessary." Tip-off on how each of the houses will go will be evident within the next couple of months.

As to the new FCC move cutting network option time from three hours to two-and-a-half hours in daily broadcast periods, many execs feel that the ruling won't have too much impact when January rolls around. Most everyone, though, in syndication welcomes the FCC move. If affill stations actually elect to whittle down network time, as the FCC allows them, and if the networks, themselves, begin to vacate current network option time prime periods, it could be a shof in the arm to syndication.

## SPRING N.S.H., SG Asking Record 100G in N.Y. On Top Pix In Bundle of 275 Post-'48s: Sets 6-Run Terms

#### Who, Indeed?

Who better knows the ins and outs of travel expenses than a syndication sales man-ager? Phil Williams, once syndication sales manager of United Artists Television and United Artists Television and ABC Films, has joined a com-pany specializing in the serv-icing of travel expenses of other companies.

other companies.

Outfit is Traveletter, a 66year-old service, which headquarters in Greenwich, Conn.
Williams has joined as director of sales.

## Triangle's Option Suit Vs. 7 Arts On Post-'49 Pix

Triangle Station group is ing to restrain Seven Arts Assoing to restrain Seven Arts Asso-ciated Corp., from licensing pro-posed post-49 Warner Bros. or other pictures for tv exhibition in the five Triangle markets. Papers were filed with Justice Streit in N.Y. Supreme Court.

N.Y. Supreme Court.

In the suit; Triangle asserts that
In 1957 when it purchased about
750 WB pix from Associated
Artists Productions, an option was
secured for exclusive rights in Triangle markets to all post-48 WB
product at \$4,000 per feature subject to certain escalation clauses.

Ject to certain escalation clauses.

Triangle brief states that at the time this contract was negotiated with Eliot Hyman, AAP Inc. was the distributing agent for Associated Artists Productions Corp. and in October, 58, AAP changed its name to P.R.M. Inc. with Hyman as a controlling stockholder and exec of P.R.M. to the present time.

exec of P.R.M. to the present time. According to the Triangle stations' suit, this option agreement with Hyman is still binding. Complaint maintains that Seven Arts Associated was formed by Hyman for the purpose of acquiring U.S. distribution rights to the post-49 pix. Complaint goes on to charge that the new corporation's offer of these films at a substantially higher price (\$15,000 per feature, plus 15% for color) violates the option agreement with the Triangle stations. stations.

Triangle has declared its willing-Triangle has declared its willingness to exercise its option for its five stations, WFIL, Philadelphia; WNBF, Binghamon, N.Y.; WLYH, Lebanon, Pa.; and WFBG, Altoona-Johnstown, Pa.; WNHC, New Haven, Conn.; and KFRE, Fresno, Calif. "Through all the changes of corporate names," suit alleges, "Hyman has emerged with the rights to the post-49 Warner Bros. features."

#### NET'S 'GRASSROOTS' IN TOP COM'L BOOKINGS

"Grassroot Voter—1960," series produced for National Educational Television, has gained the widest circulation of any NET program.

Series is one hour shows, keyed to national issues, has been offered to commercial stations in cities where there are no educational to other to date, series has been picked up by WNTA-TV, Newark-NY., KHJ, Los Angeles, KYW. Cleveland; and WJZ, Baltimore.

Each program in the vidtape series defines an issue and then switches to groups discussing the problem in two cities particularly concerned with that issue; for example, Chicago and Atlanta to civil rights, Raleigt and Lincoln on agriculture. Each segment was produced by an educational station.

Screen Gems has circulated a list of 275 post-48 Columbia Pictures features for sale in the N.Y. market. Under its selling plan, price tags on the pix range from over \$100,000 for the top few to around \$5,000 for those at the bottom of the list

the list.

Total asking price for all 275 pix is over \$7.500,000. That averages out to over \$27,272 per pic.

Selling plan for N.Y., as disclosed by station sources, breaks up the entire list on a per pic basis, each pic being offered for six runs. Plan is apparently similar to the method followed by MCA TV in its marketing of the Paramount Pictures. The high for the Par pix in the N.Y. market, according to the MCA TV price schedule submitted to stations, had been around \$60,000 for a multiple run. Par pix were bought by WCBS-TV, N. Y. Columbia pix in the list run as

were bought by WCBS-TV, N. Y.
Columbia pix in the list run as
recent as 1958. Some of the big
titles include "All the King's Men,"
'49: "Born Yesterday," '50; "Caine
Mutiny," '54; "Me and the Colonel,"
'58; "Death of A Salesman," '51;
"Solid Gold Cadillac," '56; "The
Last Hurrah," '58; "The Harder
They Fall," '56; "The Brave Bulls"
and "Pift."

According to SG, the sales offer to date has been confined to the N.Y. market. SG exec said the company plans to go slowly in the sale of the pix. He wouldn't go beyond that, as to company plans. He did state, though, that the pix may be pulled back if SG terms are not

There apparently is a good deal of jockeying between buyer and seller. A station exec, in response to a query, opined the prices are so high that "we haven't added the total cost" of the 275 pix on the list

list.

MCA TV, in marketing the Par library on a per pic basis the way it did and is doing, was the only major features-to-tv distributor which was not named in the anti-trust suit brought by the Government. The suit, now pending in the courts, charged feature-to-tv distributors with "block-booking," forcing the sale of unwanted pictures to stations via mandatory tie-in package deals.

### **Marciano Hosts** PTI 'Main Event'

Former heavyweight champ Rocky Marciano signed to star in his first regular tv series, "Main Event," to be distributed by Programs for Television, Inc. (PTI).

"Main Event" will present excerpts from major fights by Madison Square Garden from '50 to the present. Future star bouts also will be incorporated. Marciano will do the commentary and interview personalities interested in sports. First episode will feature Marciano's last fight, against Archie Moore in '55. Guest interview on the opener will be with Jerry Lewis.

Future guests will be selected

CHEYENNE

ABC-TV (film)

BROADWAY, I LOVE YOU ROADWAY, I LOVE YOU
ith Jim Morske, host; Martha
Wright, Barbara Cook, Robert
Rounseville, Earl Wrightson,
John Bubbles, Gretchen Wyler,
Otto Harbach, Blossom Seeley,
Dorothy Fields, Arthur Schwart,
Merill Staton Singers, Alfredo
Antonini orch

Morill Staton Singers, Alfredo Antonini orch Producer: Ned Cramer Director: Neil Finn 60 Mins., Thurs. (22), 7:30 p.m. WCBS-TV, N.Y. (tape)
WCBS-TV got a chance to show-case its weekly "The American Musical Theatre" In prime time via this one-shot salute to the Broadway musical theatre. Customarily, the CBS-TV flagship preempts prime time once a month for a local documentary, but this time out decided to utilize the weekly format for the September preemption. It was all to the good, for the weekly edition, seen Sunday afternoons, hasn't had the kind of exposure it deserves. Produced as a

posure it deserves. Produced as a pubaffairs entry by WCBS-TV and the New York City Board of Education, it's one of the sprightlier local tv entries in any shape or form, let alone pubafairs, and it showed itsel to advantage in the

showed itsel to advantage in the expanded form.

For the salute, host Jim Morske, who usually specializes on a phase of the theatre in each weekly segment. Expanded his theme to an all-embracing wrapup of the musical stage since 1866. With Martha Wright, Robert Rounseville, Barbara Cook, Earl Wrightson, John Bubbles and Gretchen Wyler, backed by the Merrill Staton Singers and Alfredo Antonini orch, heading up the talent end it all came out as a tuneful and nostalgic hour.

The nostalgia was made all the

orch, heading up the talent end. It all came out as a uneful and nostalgic hour.

The nostalgia was made all the more effective by the show's guests, Otto Harbach. Blossom Seeley, Dorothy Fields and Arthur Schwartz. Harbach's remembrances of Romberg, Priml, and Kern were interesting memorabilia, and his recitation of his "Smoke Gets in Your Eyes" lyric (followed by Miss Wright's musical rendition was effective and moving!

Miss Seeley was fun, with a throwback to her first days i the theatre, a quickie bit at keeping the beat and a remembrance of some of the Winter Garden days. Miss Fields, too, was warm in her reminiscenes, however brief, of her theatrcal family, and her anecdote of how "I Can't Give You Anything But Love" was written. Bubbles followed with his rendition of it, out of the original "Blackbirds." And Schwartz, though his turn was less personal, was nonetheless effective with explanation of the birth of the "little revues" and his pianistics on a couple of his numbers.

The great virtue of the show's format was its simplicity and

planistics on a couple of his numbers.

The great virtue of the show's format was its simplicity and therefore its concentration on the music itself. Wrightson and Rounseville were stalwarts; Miss Wright was a little strained on the operetta pleces but line or the straight pops; Miss Cook was warm with her ballad treatments. Miss Wyler's takeoff on Ray Bolger, and "Once in Love with Amy" was topflight, but they could have done better by her in the choice of a number for a flapper showcare. Bubbles "Love" and Charleston turn were topflight. Alfredo Antonini orch provided solid support for the most part, though the arrangements could have been a little more varied.

Chan.

Tele Follow-I

Shirley Temple Show
The second outing of the Shirley Temple eries on NBC-IV was concerned with one of the more familiar tales of juvenile derring the silled for many years. It has several movie renditions, and in its tele adaptation seemed an excellent choice for the orbit with which Miss Temple is concerned. The current edition was a well proportioned tale in moppet dimension. The hour-long yarn told the familiar story of the lad who

FOOTBALL REVIEW FOOTBALL REVIEW
With Furman Bisher, Jesse Outlar,
Harry Mehre, Jack Williams
Producer: Dick Williams
30 Mins.: Sunday, 12:30 p.m.;
ATLANTA JOURNAL-CONSTITU-

TION

TION
WSB-TV, Atlanta
Atlanta Newspapers, Inc., owns and operates a.m. Constitution and p.m. Journal. Both papers have strong sports staffs and when football season rolls around these writers follow the fortunes of Southeastern Conference Football teams no matter where they happen to play.
Atlanta, itself, home of Georgia Tecn's Yellow Jackets (their 45,000-seat stadium is called Grant Field and is a hotbed of partisan football fans).
This program assembles four

football fans).

This program assembles four staffers who covered games the day before for reports on what they saw, discussion of upsets, analysis of team prospects and such allied matters.

analysis of team prospects and sucn allied matters.

Furman Bisher, ex-president of Football Writers Assn., is Atlanta Journal sports ed, Jesse Outlar has same job on the Constitution: Harry Mehre, ex-grid coach at U. of Georgia and Ole Miss, is Journal's football analyst.

Luce.

PROSPECTS OF MANKIND

(Britain—Ally or Neutral) With Eleanor Roosevelt, Hugh Gaitskell, Lord Bertrand Russell, Lord Robert Boothby, Robert MacKenzie xec producer: Henry Morgen thau 3d

Producer-director: Paul Noble
Producer-writer: Diana Tead Michaelis

60 Mins., Sun., 9 p.m. WNEW-TV, N.Y.

WNEW-TV's kickoff "Prospects of Mankind" show was right in returned to his Sunday half hour tune with the big news that seems with a new format. The documen-UN's 15th General Assembly meet event or feature has been replaced in N. Y. With the neutralist bloc at by a rundown on late news events. the UN taking on a new importance. It remains an absorbing half hour; in the battle between the Soviets a brisk and informative presentand the West, the topic, "Britain-tion of the top of the news with Ally or Neutral," was of vital in feature depth added here and

portance.

It was a well-balanced discussion group assembled for the parley. Arguing Britain's position in candid terms were Hugh Gaitskell, head of Britain's Labor Party, author-philosopher Lord Bertrand Russell, Lord Robert Boothby, conservative member of the House of Lords, and radio-tv cominentator Robert MacKenzie. Mrs. Eleanor Roosevelt, the hostess, left the boys, for the most part, to their own verbal devices which were always well articulated. When she did come in with her own ideas on the subject, the points were well-taken and served to develop the American point of view.

Sumup was that Britai was an

American point of view.

Sumup was that Brital was an ally of U. S. but there were some things it wanted the Yankees to do As pointed out by Gaitskell, these were: 1) Recognition of Red China 2) De-emphasis in NATO of the use of nuclear weapons. 3) U. S. policy should be against the spread of nuclear weapons to the countries within NATO. Controversial topics all, but opinions that were worth. all, but opinions that were worth airing.

The show, filmed in England, gave each speaker proper full-face camera play but more than a half-hour passed before the speakers were identified with a name-tag on the screen. This should have

CHET HUNTLEY REPORTING With Chet Huntley, John Chan-cellor, Edwin Newman, Irving R. Levine, William Boyle, others Producer: Reuven Frank Producer: Reuven Frank
Director: George Murray
30 Mins., Sun., Sept. 25, 5:30 p.m.
KEMPER INSURANCE, AMERICAN PHOTOCOPY EQUIPMENT

NBC-TV, from N.Y. (Clinton Frank, Irving J. Rosen-bloom)

NBC newsman Chet Huntley has to be breaking every hour at the tary film wrapup of a single news fcature depth added here and there.

Main topic on Sunday's opener was a roundup of inion from abroad on the United Nations session with NBC's correspondents sitting in panel and being queried by Huntley from New York, "Small World" style. Vidtaped in London for the seg were John Chancellor, Moscow bureau. Edwin Newman Paris; Irving R. Levine, Rome; and William Boyle, London. Their comments were somewhat hard to grasp due to an echo, but the candid observations of European, English and Russian reactions to the New York affair were revealing.
After the session, Huntley gave a capsule summary; Eisenhower's speech had little influence; Castrowas news abroad, but less than in was news abroad, but less than in the U.S.; except in Russia, Khrushchev was figured as having overplayed his hand in his attack on UN chief Hammarskiold. Also, the English and French took a dimview of the U.S. restrictions on Khrushchev's activities, seeing it as a Soviet sort of gesture. And it was said that the Italians, who are fond of comedy, definitely something comic in Castro's continued needling of Uncle Sam.

Show was rounded out with films

were identified with a name-tag on the screen. This should have happened earlier since the guests are not too familiar to U.S. viewers.

Series gets a once-a-month airing and if the quality and pertinance of the opening show are sustained the viewing prospects for "Prospects" are extremely good.

"Gros." timed needling of Uncle Sam. Show was rounded out with films the New York arrival of Indi Nehru and late activities of oth important figures in the UN drama, and a fascinating film tour of Leopoldville, graphically pointing up the decay and dangerous ennui or the Congo's major city.

Bill.

HOWDY DOODY with Bob Smith, Bob Nicholson, others Producer: E. Roger Muir Director: Bob Hultgren Writers: William Gilbert, Jack Weinstock 60 Mins.; Sat. (25), 10 a.m. NABISCO NBC-TV, from N. Y. (tape)

NBC-TV, from N. Y. (tape)
(McCann-Erickson)
"Howdy Doody" kissed the world of ty goodbye last Saturday (25) in a special one-hourlong program, but it was clear that producer E. Roger Muir, host Bob Smith and their gang of ty oldtimers were not giving up, just suspending operations for awhile. It may be a long while, unless NBC-TV, which owns the 13-year-old kidvid stanza decides that the replacement, Shari Lewis and her puppets, aren't up to Smith and his.

decides that the replacement, Shari Lewis, and her puppets, aren't up to Smith and his.
"Howdy" had, as the saying goes, a long and illustrious career. The retirement last weekend was graceful, but pointed. Smith, who serves as Buffalo Bob and as the voice of Howdy, pointed out that this pretime champion was the possesses. of Howdy, pointed out that this onetime champion was the possess-or of 18 "Iongterm" sponsors, and he mentioned a few: Minute Maid, Royal, Purex, Marx Toys, Colgate, Hostess Cakes, Milky Way, Campbell Soups, Blue Bonnet, Ovaltine and "my real buddy" Wonderbread, (The last "Howdy" sponsor, Nabisco, decided it was time for a change, hence Miss Lewis.)

Smith reviewed the "Howdy

bisco, decided it was time for a change, hence Miss Lewis.)

Smith reviewed the "Howdy Doody" scrapbook, and he had a lot more than just sponsors to be proud of: In "48 and again in "52. Howdy polled over 1,000,000 votes for President; he had a key to the city of Buffalo, a Peabody and a TV Guide Award, a variety of charming and imaginative fellow puppets, from the noisy Mr. Bluster, right down to Flubadub and Sandra the witch. And Clarabell, the silent clown finally spoke, Wrenching up his jaws, perhaps aided by more than acting technique, Clarabell said softly, "Goodbye, kids. Moment was more poignant for adults than for the kidlets, who, changing every couple of years from one crop of five-year-olds to another, have no real concept of how long and well "Howdy" served them all.

Eddy Keane was the first "How-

"Howdy" served them all.
Eddy Keane was the first "Howdy" writer: A 22-year-old, 'fresh
out of the Navy in '47. Keane gave
the program its original impetus.
For five Jears, five days a week,
he reached way down into his
ample grab bag and found new
ways to entertain and fascinate
children. Kind of worn out, somebody said, Keane left and became
a stockbroker, a job at which he's
reportedly just as successful. Team
of William Gilbert and Jack Weinstock, who took over for him, folor winam clinert and sack wein-stock, who took over for him, fol-lowed in the proper Peanut Gal-lery tradition. Bob Nicholson, who was around almost from the begin-ning of "Howdy," was around at the end, too. Although he once was Clarabell, the prank-laden the end, too. Although he once was Clarabell, the prank-laden clown, he played other parts later on, ending as proprietor of the Doodyville General Store. Incidentally, the very first Clarabell was Bob Keeshan, better known within the industry and to the current kid crop as Captain Kangaroo.

The Doodyville gang sang their

The Doodyville gang sang their way off camera: "It's time to say goodbye, goodbye until some other day, when we may be with you again."

Art.

THE DEPUTY
(The Deadly Breed)
With Henry Fonda, All
Susan Oliver, Lyle Allen Case Bettger

others
Exec Producer: William Frye
Producer: Michael Kraike
Director: Virgel Vogel
Writer: Clark E. Reynolds 30 Mins.; Sat., 9 p.m. KELLOGG, GENERAL CIGAR NBC-TV (film)

(Leo Burnett, Young & Rubicam)

Henry Fonda can work wonders. The strength of his personality, the range of his thesping qualities, lifts this oater series many notches. Opener wasn't anything special, but due to Fonda it had class.

but due to Fonda it had class;

MCA's Revue and NBC-TV apparently are well aware of the need for Fonda's presence. For the second season, he will be featured in 13 episodes, compared to six last season. He also will appear in what is termed key scenes in the remainder of the series.

As his partner, Allen Case was okay, but the preem episode didn't give him much material. Case,

(The Shadow Catcher)
With Will Hutchins, Peter Breck,
Dean Fredricks, Don Haggerty,
Nina Shipman, Jason Robards Sr., others Sr., others
Producer: Burt Dunne
Director: Leslie Goodwins
Writer: Warren Douglas
60 Mins., Mon., Sept. 26, 7:30 p.m.
PARTICIPATING

This sturdy western entry is back on ABC-TV for its sixth season. But it'll be echoing the death rat-

But it'll be echoing the death rattle of two other prairie hours,
"Bronco" and "Sugarfoot," since
the stars of those formerly alternating shows will be sharing heroics in the Dakota territory with
"Cheyenne's" top hand, Clint Walker as Cheyenne Bodie.

Opener had Tom "Sugarfoot"
Brewster (Will Hutchins) quelling
a Sioux uprising, solving four
murders, gunning down two heavies and saving the scalp of an unprairie wary dolly from the east.
Needless to say, it was too much to
expect from any man, and too
much to expect from more viewers
than Nielsen will admit. It was
enough to make adults laugh and than Nielsen will admit. It was enough to make adults laugh and kids cry and the latter must have the channel-knob hand which they do at 7:30, presumably to keep this Dakota show on the road.

Show gets its steam from the cast. Hutchins got a lot of appeal from his role as a combo shuffling lump and superman. Nina Shipman's incredible part as a femme mag photographer out to mug the "savage natives in their natural habitat" couldn't disguise a vigorous talent. Peter Breck was an oily slick heavy as professional as they slick heavy as professional as they come, Jason Robards St., and Dean Fredricks (former star of "Steve Canyon") as English speaking Canyon") as English speaking
Sioux were wooden Indians
through no fault of their own,
Even by standards of oater makebelieve, it was a vaccilating mellerto-ludicrous Warren Douglas script.

Cheyenne Brodie (Clint Walker) will be back for the next two episodes, and Bronco Lane (Ty Harsodes, and Bronco Lane (Ty Har-din) will be number three out of the Warner Bros. star stable for this hour. Bill

WANTED—DEAD OR ALIVE
With Steve McQueen, Paul Burke,
James Coburn, others
Producer: Ed Adamson
Director: Harry Harris Jr.
Writers: Adamson, Norman Katkov
30 Mins., Wed., 8:30 p.m.
BROWN & WILLIAMSON, KIMBEALLY-CLARK
CBS-1V (film)

(Ted Bates, Foote, Con & Belding)

& Belding/
Steve McQueen continues to
be the most potent ingredient
in "Wanted—Dead or Alive."
While the Harry Harris Jr. direction was competent and the Harry
Wilde camerawork was excellent, there was no help from his
script during the Thursday (22)
telecast, when the half-hour filmed
western made its first appearance
in a week-night time period.

western made its hirst appearance in a week-night time period.

McQueen is a stylized actor, who delivered his lines monotonously, but his uninfiected style suggested the kind of threatening and intense nature of the scavenging bounty hunter who is the "Wanted" protagenist. Script of the initialer was dull, a rehash that was also unbelievable. Bounty hunter McQueen saved the life of a former army lieutenant who had been hunted down and tried by some of his former enlisted men in a plainly idiotic kangagroo court. He was not acquited; McQueen saved him at gunpoint. Other actors, including Paul Burke, as the exofficer, and James Coburn, as the most vindicative of his former army associates, had little to do. McQueen did it all with a strongly individualized acting job.

While the program new leadin, "Acusenite" men for provide he in a week-night time period.

While the program new leadin, "Aquanauts," may not prove to be as strong as McQueen's old Saturday leadin, "Perry Mason," there is still reason to presume that "Wanted—Dead or Alive" will have an audience have an audience.

scripted by Clark E. Reynolds, was an off-beat, far-fetched yarn. It was light on action, keyed more to sentiment, with psychological overtones. That it didn't fall apart was due to the good craftsmanship of scripter Reynolds.

As his partner, Allen Case was okay, but the preem episode didn't fective as the partner in a configive him much material. Case, alone, without the presence of Fonda, would have a tough go of it. Opener, "The Deadly Breed," direction was smooth. Horo.

### Tele Follow-Up Comment

proportioned tale in mospe-mension. The hour-long yarn told the familiar story of the lad who became a spy for the British and saved India for the Empire. The youngster, played by Tony Haig was a likeable and capable youth, first seen breaking out of ar Eng-lish school and upon discovering

first seen breaking out of an English school and upon discovering his parentage, helped the British learn the details of a spy plot.

The Kiplingesque prose had been burnished for modern day consumption, and in the terms of the story, none would think it unsporting of the British to have used a mere lad in a man's assignment

ment.

Michael Rennie played Capt.
Creighton in a heroic vein while
Joseph Wiseman and Arnold Moss
were broadly involved in the plo with acting to match.

Jose.

Children's Theatre
WNBC-TV's Saturday morning
(8:30-9:30) "Children's Theatre"
opened a five-week Freedomland
color-vidtape stand Sept. 24, with
host Ray Forrest taking kid viewers
on a tour of the various exhibits of
19th century America.

on a tour of the various exhibits of 19th century America.

Opener was mainly taken up with the amusement park's layout of the Chicago fire of Oct. 8, 1871, and a desultory blaze it was according to Freedomland's recreation as viewed here. Maybe the

smoke eaters who man the ancient smoke eaters who man the ancient pumper and the guy with the hose land, for that mater, the gas-jet flames that flicker lamely behind the windows of recreated build-ings) have all wearied from daily run throughs; anyhow, it's as casu-ally improbable a bit of fire-fight-ing as ever dreamed up for dra-matic presentation.

matic presentation.

Demonstration was preceeded by an off-hand and rambling interview of a New York fire chief (Forest making exhibit rounds with a short wave rig on his back), who discussed the old equipment and current rules for fire safety (Chief told kids to advise parents against smoking in bed, since smoking is the major cause of New York's 11.000 fires a week).

Other exhibits viewed and discussed were a Mississippi stern-wheeler, which made a landing and departure, and a narrow guage rail-

wheeler, which made a landing and departure, and a narrow guage railroad, which host Forrest boarded at the wind to journey to next Saturay's locale, San Francisco. In all cases, some scripting, or at least elementary preparation, could tighten and enliven Forrest's narrative.

rative.

Direction by Grant Johnson showed to best adventage in good camera work on the Riverboat and railroad settings, but was limp under the undramatic circumstances of the opening seg on the Chi blaze.

Commercials for Drake's Bakery and Rapanni Italian foods were

Commercials for Drake's Bakery and Ronzoni Italian foods were integrated into locations and handled nicely by Forrest.

Besides San Francisco this coming Saturday (1), show will vidtape Fort Cavalry, America's Farmlands and the Civil War exhibit. Bill Osterhous is producer.

Bill.

[Additional TV Reviews Pages 42 and 44]

EXPEDITION! (The Frozen Continent)
With Col. John D. Craig, host
Producer: V. Fac Thomas groducer: V. Fac Thomas Writer-Coproducer: P. T. Furst 80 Mins, Tues., 7 p.m. RALSTON. PURINA ABC-TV (film) (Guild. Buscom & Bonfiglt).

(Guild, Buscom & Bonfigil)
Travelogs have come a long way
since the early theatrical onerecelers. The everything-is-hunkydory-in-tantalizing-Tanganyika approach has given way to the frank,
hardhitting form now popular on
television - a metamorphosis that
reaches a new, and satisfying creative plateau in Insight Incorporated's (no trial and error here!)
"Expedition" series, now firmly
entrenched at ABC where it will rated's the trial and error nerei-"Expedition!" series, now firmly-entrenched at ABC, where it will there are the first two out of every three Tuesdays as a network entry, the third week as a local presenta-tion of the web's affiliates—a rather unique, and potentially rather unique, and potentially gratifying, arrangement.

rather unique, and gratifying, arrangement.

Although the pictorial quality of these excursions is by the very nature of the risk element, somewhat inferior to the color featurettes common to theatre screens. Falsard Managard The Play of The Week' back. Eric Berry was engaging, funny at times and so very human, as turnets common to theatre screens. Falsard Donald Davis had authorthe substance of these tv-inspired explorations more than compensated for mere physical short-comings. As in "The Prozen Continent," first of a lineup that Insight promises will include such journeys as one into the African bush, one underwater to the oldest known shipwreck, and one to visit stone age tribes in New Guinea, the focus seems to be on people bush, one underwater to the oldest known shipwreck, and one to visit stone age tribes in New Guinea, the focus seems to be on people doing exciting things in unusual places - a concept of proven com-mercial value in local tv circles, and capable of equal appeal on a ational basis.

The first "Expedition!" was an The first "Expedition!" was an informative examination of the attempt of 39 adventurers to establish a scientific station at the bottom of the world (Antarctica), earned its exclamation point. Among those whose efforts made the televised jaunt as agreeable as it was were producer V. Fast Thomas, writer P. T. Furst, music and soundman Bob Ernst, and specially photographer-narrator

and soundman Bob Ernst, and especially photographer-narrator Capt. Firm Ron who led the expedition. Col. John D. Craig is host of the series. Being, as introduced, "famous. deep sea diver, author and explorer," he seems to have the proper qualifications for the job. Not everyone may enjoy "Expedition!." but those who thrive on vicarious-visits to places where on vicarious-visits to places where there are more penguins than peo-ple will. Sponsor Ralston-Purina supplies the cracker-jack. Tube.

HERE'S HOLLYWOOD With Dean Miller, Joanne Jordan

others Producer: Jess Oppenheimer Director: Gene Law 30 Mins., Mon.-Fri., 4:30 p.m., PARTICIPATING NBC-TV (tape)

NBC's new daytime strip, "Here's Hollywood," features daily interviews with film capital celebs by cohosts Dean Miller, best known for his five year s'int as Matt Henshaw of the "December Bride" service and the them.

for his five year stint as Matt Henshaw of the "December Bride" series, and tv thesp Joanne Jordan.
Show, masterminded by tele producer Jess Oppenheimer and may
writer Peer Oppenheimer, should
draw avid following among teen
chicks and house fraus who dig
the fan mags. Production is slick,
patter is breezy and segues from
star to star keep the pace with
road scenes shot enroute between
Interview locations.

Intitaler had interviews with

Initialer had interviews with Brazzi and Italian star Rossano Brazzl and family, vidtaped at home, and chirp Connie Francis and escort at a miniature golf links.

Q. and A. by Miss Jordan and Miller was of the stuff that upbeats the femme fan heart. Brazzi was asked how he liked American girls

the femme fan heart. Brazzi was saked how he liked American girls ("they're well dressed clean, have a very nice, good smell"); how he liked American cooking; who makes, the better ife, an American or European girl, and so on. Miss. Francis: was queried extensively on the advantages and disadvantages of going steady.

Both interviewers handled the chaff brightly, and with the savy, to fandom of the celebs on the receiving end, it should be no problem sustaining the light in future shows. A final seg has Miss Jordan and Miller parked in the convertible, in which they've been zooming around Los Angeles, answering queries mailed in by viewers. Where they managed to hustle two viewer letters for the first outing, perhaps a good question for answering later this week. Bill,

THE PLAY OF THE WEEK (Henry IV, Part I) With Donald Davis, Stephen Joyc

with Donald Davis, Stephen Joyce, Eric Bérry, Donald Madden, J. D. Cannon, Nan Martin, Al-bert Quinton, Franklin Cover, Robert Blackburn, John Frid, Elliot Sullivan, Ted Van Griet-huysen, Dran Seitz, others Exec Producer: Worthington (Tony)

Miner
Producer: Jack Kuney
Director: Miner
Writer: Shakespeare
120 Mins.: Mon., Sat., 8:30 p.m.;
Sun., 7:30 p.m.

WNTA-TV (tape) Dramas of substance returned to Dramas of substance returned to tw Monday (26) night when "The Play of The Week" opened its second season on Newark-N.Y. indie WNTA - TV. Shakespeare's "Henry IV. Part I," was the preem outing for this two-hour show-case. That the play proved an unsatisfying period piece was disappointing, but it's good to have "The Play of The Week" back.

tunes of the lives portrayed.

The first act was too talky. It was a strain to follow the emerging plot, many of the lines bogged down by antiquinarian references. Characters had too much of a lookalike quality. Stephen Joyce as Prince Hal cut a handsome figure, but he portrayed a young prince reveling in hi-jinks and low comedy, prior to his reformation. What came across, though, was acting in his hi-jink period, as opposed to living and enjoying his low comedy role.

Donald Madden, portraying the

Donald Madden portraying the Donaid Madden, portraying the same major Hotspur character in the vidwersion as he did on the stage, projected impetuosity, and with verve on the screen. But his high emotional key on the screen, seemed to swallow his lines and rob him of dimensions.

Then there were Shakespeare's hi-jinks, some of which really set the play off as a period piece. Today, much of the Bard's low comedy is hokey. Yet, in all due respect even the hokey bits at times are worth going with, when they u wrap streaks of humanity in life.

Berry's Falstaff was a gem. Berry delivering Falstaff's views on honor was a masterpiece. Berry, seemed to live his role and with artistry conveyed that sense of aliveness on the screen.

Worthington (Tony) Miner, execoroducer of "The Play of The Week" series, also directed the ini-Week" series, also directed the tial Shakespearean offering. He staged an effective battle scene at staged an enective partie scene at the finale, using the cameras crea-tively. That he was not able to cut through some of the complicat-ed plot lines and lay the drama bare may be the fault of the play itself

itself.

Supporting players all were pros.

It was heartening to see the wealth of commercials riding with the offering. "Play of The Week" this season has such plays as "The Dybbuk," "The Leman Cometh." "Waiting for Godot" upcoming It looks like even the misses will of-fer some excitement. Horo.

THE GROUCHO SHOW
With Groucho Marx, George Fenneman, guests
Producer: John Guedel
Directors: Robert Dwan, Bernic

Directors: Robert Dwan, Bernie Smith 30 Mins., Thurs., 10 p.m., TONI. P. LORILLARD NBC-TV, from Hwood.

(Lennen & Newell, North)
Although the brass behind "You Bet Your Life" decided to rewrite the title to "The Groucho Show" for its 1th year on tw, they fortunately have kept to the basics of the format that has served so well through the years, It still falls into the comedy-quiz groove and with Groucho Marx at the helm, the Toni and P. Lorillard people have a good buy for the season.

Marx, of course, continues as

nave a good buy for the season.

Marx, of course, continues as
the show's mainstay. With barbs,
sallies and leers he leads the participants through a merry romp
that overshadows the actual quiz-

Barrett

VARIETY

Barrett
Director: Jeseph M. Newman
Writers: Barrett and Reed (based
on a story by Tony Wilson)
60 Mins., Fri. (23), 7:30 p.m.
PARTICIPATING NBC-TV (film)

NBC-TV (film)
From its initial offering "Dan Raven," the new hourlong film series at the beginning of the NBC-TV, schedule every Friday night, appears to have little chance against the established commercial opposition, "Rawhide," on CBS-TV. However, before the network and opposition, "Rawhide," on CBS-TV. However, before the network and Screen Gems, which coproduce this detective series, worry about the competition, they ought first to smooth. • t the many ruffled 'Raven' feathers. Two rawhides at 7:30 on Friday nights is too

many.

It was a bright idea to build a detective program around night life along Hollywood's colorful Sunset Strip and to use the niteries as the means of introducing sing and comedic talents, playing themselves as integral units in this pation adventure. themselves as integral units in this action-adventure hour. Singer Bobby Darin was the first guest. The plot was actually expected to convince the audience that Darin, using this own name throughout, might be guilty of committing a murder. That Darin was established the prime (and only) suspect on the flimsiest of evidence was not really important, but it was important that the lack of excitement was askiedly due to out it was important that the lack of excitement was basically due to the fact that no star, using his real name, could end up dead or guilty in a scripted crime program. At this point, the idea of using stars as themselves become a debrious dispraid. dubious gimmick.

But there were items worse than but there were items worse than one dubious gimmick since some brain-trusting at the top presumably could salvage the format and create the proper atmosphere in which to use nitery talent in the action-adventure series. During the premiere (23), the other weak-nesses were in the scripting the nesses were in the scripting, the producing and editing, and in the acting of the principal.

The script by Tony Barrett and Lewis Reed (who also alternate as producers under executive pro-ducer William Sackheim), was slow, dealt in too much forced slow, dealt in too much forced cleverness in dialog and not enough cleverness of any kind in the plotting. For all of it, Darin could have been convicted and executed for murdering some lush, because the real killer, who played practically no part whatsoever until the very end of the 60 minutes, didn't actually take the onus off prime suspect Darin. Without any motivation, the real tlug exploded, and the noise he made was enough for Det. Lt. Dan Raven to haul him off instead of the singer. It is questionable that a man who screamed only that he hated Bobby Darin had really provided suf-Darin had really provided suf-ficient evidence to convice a jury was guilty of murder.

Homeier is young to play a de tective lieutenant of police. He has a rugged look, but had trouble making some of his lines sound as if they came from a mature man. True, he did have many had lines, but others have proved on ty that bad lines can be glossed over by strong actors. Weighing the scales slightly in his favor, Homeier was forced unnecessarily to find yeral variations on "Aw Cmon. Bobby," whenever gueststar Darin, in the script, acted truculent. Cuts were slow, and, in terms

of costly prime time hour telefilm, unprofessional. The foot drag-ging and awkwardness in lieu of crisp and effective scene shifts was certainly inexcusable for a show of its length and cost,

Billy May prepared an original background score in the jazz ver-nacular and Daring sang a song and a half.

voted wife that she shaved her husband while he soaked himself in the tubi It was perfect, fodder for Marx and he played it to the hilt for lotsa laughs and kept it hilt for lotsa laughs and kept it clean all the way. Other guest was a guy whose hobby was analysing character through facial character-istics. This, too, gave Marx plenty of room to swing in his nifties.

the snow's mainstay. With barbs, sallies and leers he leads the participants through a merry romp that overshadows the actual quizing part of the program.

On the opening show (22) one of the guests was a blonde looker from Finland who was such a defense.

## DAN RAVEN With Skip Homeier, Dan Barton, others; Bobby Darin, guest Producers: Lewis Reed, Tony As Nixon & Kennedy 'Play It Safe'

DOW HOUR OF GREAT MYSTERIES
(The Datchet Diamonds)
With Rex Harrison, Tammy Grimes,
Robert Flemyng, Alice Ghostley,
Reginald Denny, Melville Cooper,
Hedley Rainie, others
Producer: Robert Saudek
Director: Gower Champion
Adaptation: Walter Kerr (from
Richard Marsh nowel)

The histor

Richard Marsh novel) NBC-TV, from N. Y. (tape)
(MacManus, John & Adams)
"The Datchet Diamonds" was no

"The Datchet Diamonds" was no great mystery and it was not the spoof of mystery and it was not the spoof of mystery its makers intended it to be because a parody should classically contain some element of the thing being parodied. But it was romedy, and good comedy, thanks to the light, even delicate performances of the cast.

There was nothing new or especially worthwhile to be found in yet another accounting of Victorian manners, but there was still something humorous about the cliches of the stuffy, stupid but brave English gentleman, if he happened to played by Rex Harrison. Tammy

be played by Rex Harrison. Tammy Grimes, (who knows how to deliver Tammy

Grimes, (who knows how to deliver lines that sound terribly English despite the fact she's about as English as potato knishes), and Harrison made a delightful pair.

Robert Flemyng was a suave master criminal, and Hedley Rainle and David Hurst were slippery, but not very menacing. The particular antics of these criminals and the dull-witted bravery of Harrison's gentleman titilated the funny bone, but not the scalp. This was where director Gower Champion made his mistake. The choreographer-turned-director captured the deliciousness of the humor, but, for some reason of the numor, but, for some reason let the humor overwhelm the es-sential purposes of any mystery, which is to create an illusion of

uspense. N. Y. Herald Tribune drama crit-N. Y. Herald Tribune drama crit.

ic, Walter Kerr, a regular member
of the Robert Saudek production
team, was carefree in adapting this
novel by Richard Marsh, so he must
assume partial responsibility for
both the success and failure of "The
Datchet Diamonds," which was
meant to be the first of the 19801961 "Dow Hour of Great Mystertes"

THE FORD SHOW
With Tennessee Ernle Ford, Top
Twenty Singing Group
Exec. Producer: Cliffic Stone
Director: Selwin Touber
Writers: Howard Leads, Norman

Paul 30 Mins., Thurs., Sept. 22, 10 p.m. FORD MOTOR CO, NEC-TV, from H'wood (J. Walter Thompson)
Doing what comes naturally has ensconced Ernie Ford in the affections of a following that has tagged along for four years and it doesn't take a Carroll Righter gazing at the stars to foresee another humdinger season for the ol' year olicker dinger season for the ol' pea picker from Tennessee. Call it corn or from Tennessee. Call it corn or what you will but he has buttered up the multi-millions with a brand of comedy that seems to have an enduring quality. He tries to be enduring quality. He tries to be nobody but old Ern and that they

like. Was a good pick off for which the headman can share the credit with his guest, George Gobel, and his writers, Howard Leeds and Norman Paul, who gave them some dandies. The music of Harry Geler's "Top 20" singing group was far and away the best of any straight comedy show. One of Ford's best gags was "Nixon and Kennedy have been around on twenty times than the reruns of Kennedy have been around on ty more times than the re-runs of Amos 'n' Andy."

For a time it looked like Ford

ror a time it looked like ford was trying to emulate Bob Hope with a politically-tinged monolog. The sketch with Gobel of a political debate circa 1968 and sponsored, no less, didn't come off as the whopper the studio audience reaction indicated. But there was always the geetar to accompany two of the best singing comics (not to exclude Danny Thomas) and it was a turn that never missed. Ford and the Top 20 closed with a hymn, one of the shows' features that leavened the earlier hilarities.

For the sponsor, Ford, it's the perfect image. Next Thursday the new models will be showing. was trying to emulate Bob Hope

e occasion was momentous, historic; the result was dis-

That about sums up the first of four socalled "debates" or "discussions"—take your choice, though discussions is far more apt—between Presidential candidates Richard M. Nixon and John F.

The historic aspect finds television and radio for the first time combining their facilities to bring combining their facilities to bring the two candidates in this critical election year directly into virtually every American livingroom in an open discussion of the issues and their philosophies. It allows for the first time a point-by-point slugfest by the two political leaders, giving viewers a chance to make their choices of the basis of effective argument.

From the industry's standount

From the industry's standpoint, it allows the networks and sta-tions to devote themselves to pub-

NIXON-KENNEDY DISCUSSION NIXON-KENNEDY DISCUSSION With Howard K. Smith, Sander Vanocur, Stuart Novins, Robert Fleming, Chaiges Warren Producer-director: Don Hewitt 60 Mins., Mon. (26), 9:30 p.m. SUSTAINING ABC, CBS, NBC AM&TV, Mutual, from Chicago

lic service in the truest sense of the lic service in the fruest sense of the word, to become a vital instrument in the democratic process, without fear of reprisal or hindrance by virtue of the suspended (and hopefully, permanently so) Sec. 315, the "equal time" provision, which saw every legitimate effort for this type of service made impossible by the legitimized demands of the lunatic fringe.

Most of all, the occasion loomed

Most of all, the occasion loomed Most of all, the occasion loomed historically because for the first time in years, it offered the opportunity for the resumption of a great American tradition, the debate, the verbal slugfest between two divergent viewpoints which lent both color and excitement to the pleated water and the state of the s the electoral process and at the same time clarified both the air and the issues.

nd the issues.

With this kind of staging, how
the discussions miss? Well, With this kind of staging, how could the discussions miss? Well, the first one, at least, did. Messrs, Kennedy & Nixon fell victim to that chronic disability of television its elf, play-it-safe-ism. They sparred, true enough, but with kid divised to the stage of th sparred, true enough, but with kid gloves and an after-you-Alphonse approach that made the use of the word debate ludicrous and even strained the meaning of discussion. The lines were both familiar, the deliveries lacking in both excitement and color, and the prestige of the candidates dropped considerably. The candidates were so lacking in fire, that they also seemed to lack conviction in what they were saying.

seemed to lack conviction in what they were saying.

Format and staging of the hour, produced by Don Hewitt for the combined webs, didn't help matters much. Howard K. Smith, who acted as host, and the candidates were seated on a bare stage, with lecterns off on either side of each speaker. Talking from the seat itself was disallowed. Then, with their backs to the camera in the foreground, sat four tv newsmen. After short introductory speeches by both men, the hews correspondents threw questions at each of them, with the other able to comment on the respondent's answer. Finally, there was a short sumup by each of the candidates.

Topic was domestic issues, and very little controversy or excitement was aroused by either speaker. Kennedy tied domestic Issues into the international scene in an awkward manner and then proceeded to challenge the Eisenhower record. Nixon, in rebuttal, replied sweetly as to common goals

proceeded to challenge the Eisen-nower record. Nikon, in rebuttal, replied sweetly as to common goals but different philosophies in achieving them, and then spouted the same comparative statistics in regard to gross national product, school construction, etc., that he's been quoting since the convention. None of it was new, and none of it-very interesting.

None of it was new, and none of it-very interesting.

The newsmen didn't help much, asking the same old questions that have been in the air since Ken-nedy's nomination, devoting a great deal of time to the Congressional session this summer on which Kennedy has already been quoted, and otherwise failing to arouse, pro-voke or needle either of the partic-

(Continued on page 54)

## FCC to Launch Rulemaking on Changes In Sec. 317 (Cuffo Identifications)

Washington, Sept. 27.
Federal Communications Commission will soon launch rulemaking implementing and clarifying sponsor identification rules in light of the changes called for by the recently enacted omnibus broadcasting bill.

easting bill,

FCC is now undertaking a
"thorough review" of the revision
of the sponsor identification provision (Section 317; contained in the
new law and will get the rulemaking underway as soon as possible.
Section 317 was rewritten by
Congress after the FCC last March
terred its travplacemen Public No.

Congress after the FCC last March issued its troublesome Public Notice laying down sweeping new interpretations which required that virtually everything broadcasters received cuffo be accompanied by an announcement. Greatest confusion and outcry arose over the FCC's edict that announcements must be made with airing of records donated by disk firms.

The revamed version lifts most

The revamped version lifts most the onerous requirements with a The revamped version litts most of the one-rous requirements with a provision that goods and services donated to broadcasters generally need\_not be announced as such if they are "reasonably related" to they are "reasonably their use on programs.

their use on programs.

A list spelling out the do's and don't's of the rewritten provision was contained in the report on the catch-all bill by the House Commerce Committee. FCC said that until rulemaking is concluded it will interpret and enforce Section 317 in light of the explanation and examples set forth in the House report

examples set forth in the House Perport.

Meanwhile, film industry reps buddled with FCC officials to hash over problems facing vidpix production as result of the new Section 317. There, were members of Assn. of Motion Pictures Producers and the Alliance of Television Film Producers. At the session—called at request of the industry—the film people expressed concern that long-standing industry practices might be urset by the new lannouncement requirements. It was pointed out that for the first time, the new law brought everyone in the program production line under ne program production line under ne aegis of Section 317. Before, ast the licensee was held respon-

just the licensee was held responsible.

FCC staffers at the session, presided over Broadcast Bureau. Chief Howard Cowgill, Insisted that they were rather ignorant of film techniques and would need a lot of information before coming to any firm conclusion as to show the new Section 317 would affect the vidpix industry.

Following attended the session for AMPP firms: Gordon Stolberg and Russell Karp. Screen Gems; Donn B. Tatum, television veepee or Disney: Saul Rittenberg, Metro: Bernard Donnenfeld, Paramount: Herbert Golden. United Artists, and Harold Berkowitz, Warner Brothers, Ed Cooper, MPAA Washington attorney, was also on hand.

For the TV Alliance were: Richard Jencks, president: Anthony Frederick, Revue Productions and Frank Reel, Ziv.

### **GM's Bundle** For Canada TV

Ottawa, Sept. 27.
General Motors of Canada's 1960-61 pact with the Canadian Broadcasting Corp. for a 52-week skein, 13 spectaculars, "Chevy Show" and World Series sponsorship is rated by CBC as the largest package purchase of shows on the corporation's video web. GM also renewed its French network stanza, "General Motors Vous Invite," the sixth season.

The dramas, w.k. in Canada as "General Motors Presents," will be aired Sundays at 9 p.m. About 13 of the shows will come from outside Canada, all live. GM's spectaculars will have names like Bob Hope, Bing Crosby, Victor Borge, Danny Kaye. "Chevy Show? is set for 52 weeks at 8 p.m. Tuesdays.

Navasota, Tex.—KWBC went on the air here for the first time on Wednesday. The 250-watt daytime, outlet is operated by the Whitten Broadcasting Company, owned by J. G. and R. H. Whitten. The Whit-tens also own the Navasota Ex-

#### Ted Steele All Feet, Sez U.S. Ballroom Unit

Ted Steele's "Dance Party" on Newark-N.Y. indie WNTA-TV has its left foot in the way as far as the U.S. Ballroom Council is conthe U.S. Bailroom Council is con-terned. The council has discon-tinued furnishing teacher-judges for the competition as a result over a hassle concerning one of the show's sponsors, Dale Dance a hassle concernations show's sponsors, Studios.

Council withdrew after a recent Council withdrew after a recent show with Dale teachers forming the judging panel. Group of indie teachers and studio owners contended that they had an agreement with the producers that judges would be presented in such a manner that they would be confused with sponsor Dale teachers. Council had supppiled teachers without fees or expenses being paid by the producer.

## **NBC's Yen For Pilot Writeoffs** As TV 'Specials'

"O'Connor's Ocean" becomes the second one-hour tv film pilot by NBC-TV to go the route as a special this season, it will be aired Nov. 4, while "The Barbarians" will be exposed a month earlier on Oct. 4.

on Oct. 4.

Interestingly, NBC-TV has not got a sale on either of the two pilots-turned-specials, but intends selling them together, if possible. Sponsors will be able to buy minutes in either or both shows. Selling specials by one-minute participations is not often done. One similar case of selling by minutes was the recent Dave Garroway spec on NBC-TV.

John Payne is fronter in 1900 Committee of the control of the contro

John Payne is fronter in "O'Connor's" and Jack Palance is lead for "Barbarians." NBC would have liked to delay further the showing of the Palance film, but a great deal of publicity on the Oct. 4 date got out before the network decided it might prefer a postponement. Then the web evidently took into consideration that a package deal on two hours might make each of them more attractive to sponsors, so it skedded Payne's stanza as well.

#### DIETRICH TAPPED AS WNBC RADIO MANAGER

George S. Dietrich becomes sta-tion manager at WNBC Radio, N.Y., on Monday (3), thus filling a post vacant since Art Hamilton vacant since Art Hamilton shilted to the Bill Hedges political unit at NBC several months ago. Bill Davidson, veepee and general manager of both WNBC Radio and WNBC-TV, has not picked a station manager for the tv side; he was it himself uns it himself.

Dietrich is current director of Radio Spot Sales for the NBC Spot Sales division, Frederick T. Lyons Jr. was named to replace Dietrich as director of the radio spot sales arm of NBC. Lyons was fermerly eastern sales manager under Dietrich

#### **ABC's Ecuador Tie**

ABC's international division has ABC's international univision has teamed up with Primera Television. Ecuatoriana to develop Ecuador's first tv station. Outlet will com-mence in Guayaquil, country's largest city on Channel 4, within the next few weeks.

the next few weeks.

ABC is (urnishing engineering, technical and program-sales assistance along with an undisclosed amount of "financial aid." ABC has agreements of one kind or another with five other Central. American tv companies, who, together, make up the new Central American Television Network. And besides a minority interest '29'2'6' in an Australian station, ABC has arrangements with stations in Venezuela and Lebanon,

#### Shear's NBC Pact

into six figures. Former Ernie Ko-vacs and Eddie Fisher director, Shear has been with NBC about hree vears.

His first assignments under the His Arsh assignments under the new deal will be as producer-di-rector of "Swingin" at the Sum-mil" with Louis Armstrong, Kay Starr, Tony Bennett, George Shear-'ing and Harpo Marx and then, of the Janet Blair-John Vivyan-Louis Nye "Arabian Nights."

## Hub's Retakes, **Prod'n Changes** On 'Thriller'

Hollywood, Sept. 27.
Hubbell Robinson Jr. and Revue, acting on a request from Leo
Burnett for its sponsor, Allstate
Insurance, has reshot several
scenes in four different "Thriller" scenes in four different "Thriller" episodes, the new hourlong series. Revue moreover has reshuffled its production team by signing William Kozlenko as story editor, replacing James Cavanagh, and by adding Maxwell Shane and William Frye as rotating producers with Fletcher Markle.

with Fletcher Markle.
Burnett, acting on an Allstate request, told Revue that some of the extreme cruelties to be depicted might not convey the proper image for an insurance company. After Revue made the production changes, a Burnett eyec said, "I think we have it straightened out now," But Allstate is awaiting the next release to see for itself.

Meantime, NBC-TV, which ares

next release to see for itself.

Meantime, NBC-TV, which airs
"Thriller," took issu with a
Vartery story of last week in
which it was alleged that Allstate
had never seen a pilot of "Thrill" NBC said that the sponsor had
seen a pilot and, consequently, the
point made about Allstate having
regretted buying a pig in the poke
was not valid."

## **Brit. TV Homes**

At the present rate of progress, it's now virtually certain that Great Britain and Northern Ireland will top the 11,000,000 mark for tv licenses, by the end of the year. The figure for combined tv and radio licenses (costing \$11,20 each) up to the end of August totaled 10,417,048, an increase of more than 63,000 on the month. Sound radio only accounted for 4,351,335 leenses at \$2.80 apiece. All license revenue, after the Government has taken a cut of about 15%, goes to finance the operation of the BBC's tv and radio networks.

#### PICKARD-PROVO QUIT NBC 'ROOTS' SOAPER

Writing team of John Pickard and Frank Provo quit NBC-TV's afternoon serial, "From These and Frank Provo out MBC-TV's afternoon, serial, "From These Roots," last week as the result of "unwillingness to work under editorial supervision," according to a spokesman for the pair NBC has hired Leonard Stadd to replace them

has hired Leonard Stadd to replace them.

Stanza, in a 3:30 time slot across-the-board, was destined last August for cancellation by the network, but with a new writer NBC will extend it another month or two to "see how things work out."

Provo and Pickard said that instead of fixing, the program "needs promotion or a better time slot in order to realize its potential."

#### Schaefer's Sports Buy

Schaefer's Sports Buy
Schaefer Beer is sponsoring the
Monday, Wednesday and Friday
editions of the new WNBC Radio
Circle of Sports." A five minute
stanza nightly at 6:10, it is fronted
by Pat Hernon, who a week ago
took over sports on the N.Y. network flag from Jimmy Powers.
Schaefer began Monday (26) and
stays in the Hernon strip until the
end of the year.

end of the year.

## **TV-Radio Production Centres**

#### IN NEW YORK CITY .

IN NEW YORK CITY

Josephine McCarthy left the WNBC-TV gas range Friday (23), after 10 consecutive years as the station's on-the-air culinary expert, and is retiring for good, she says. "Richard Basehart, Gene Nolson, Helen Gallagher and Alice Ghostley to do "Shangri-La." producer circetor George Schaefer's opening "Hallmark Hall of Fame" starza on Oct. 24 via 'MBC-TV'. Harry Wismer Joins Madison Square Gardinetor George Schaefer's opening "Hallmark Hall of Fame" starza on Oct. 24 via 'MBC-TV'. Harry Wismer Joins Madison Square Gardinetor of George Schaefer's Opening "Hallmark Hall of Fame" starza on Oct. 24 via 'MBC-TV' and the Modes, another sportscaster, doing the pre and post-game. "World Series Scouting Reports' for WNBC-TV beginning Oct. 5-. "Swarin Saturday Night News was 10 years old Saturday (24), and Bob Wilson has been in the saddle of the post-II pm. WNBC-TV news show since the beginning. . Columbia Records new-a&r chief, Frank DeVol, is guest on today's Wed. edition of Joe Franklin's WABC-TV daytlmer. George Helnemann, NBC pubaffairs manager, will teach tv course at Columbia U. for the fall-winter semester. Larry Pickard, formerly managing editor and writer on. "Today," has been named talent coordinator of the morning Dave Garroway starze.

Fairleigh Dickinson U. is presenting a Saturday morning half-hour start with the sales expartment of WPIX as an an account exec. Bolland House Cocktail Mix has signed for a schedule of amountements in prime time on WPIX Allen Swrift just did the voice of babby boy for a Plastax Baby Pants & Powder tv commercial. . WNTA Radio and WMGM were among the indies which carried the first in the series of "Great Debates" Monday at 9:30 p.m. . WPIX, in delayed broadcasts, will carry the "Great Debates" for Matty in ABC-TV's cartoon series, "Matty's Funday Funnies." busy on new film series for the show and also vidaging Deloc blurbs for firm's upcoming web outlines. "Play Your Hunch' ennece Merv Griffin handled a two-hour special on WRGB-TV, Schenetady, N. Last week. Show wa

wood" this week

"Omnibus" producer Robert Saudek flies to San Diego Monday (3) to address the city's chapter of American Assn. of University Women. Rita Garner was appointed WABC Radio ad-exploitation manager this week. ... Garry Moore's producer, Joe Hamilton, became a father for the eighth time—a seven-pound-plus girl. ... Nancy Wickwire and director-husband Basil Langton fly to London Friday (28) for her BBC-TV appearance in "A Moon for the Misbegotten". Mike Laurence of "Hits of the Week" on WMGM ankling station on Oct. 8; plans not announced ... Jo Stafford to N. Y. on weekend to start rehearsals for her Garry Moore appearance Oct. 11 and two weeks later she'll be on "Bell Telephone Hour". Herb Duncan doing Feenamint blurbs via N. W. Ayer ... Joseph Campanella into featured role on Oct. 5 edition of "U. S. Steel Hour". .. WOR newscaster John Wingate, doubling in polish, was hired by Esquire to do shoeshine blurb for sponsor's "The Witness" and "Person to Person."

Chalk up one for each side: tv commentator Norm Ross is authoring a thrice-weekly column for the Daily News, and News columnist Jack Mabley plucked a nighttime slot on WBBM. ... Mort Hall, head of WBBM's creative staff and a 17-year veteran of the station, leaving for a creative post at J. Walter Thompson's Chi office. He created "Gold Coast Show," which, incidentally, just signed Ollie Raymand ass its new lead. Raymand was formerly an emcee for KMOX, St. Louis ... Bob Dressler named production manager of WNBQ's burgeoning video tape recording arm. Stan Brightwell succeeds him as production and film coordinator for the station ... Max Pride named veepee in charge of sales at Fred Niles Productions ... Bruce. Roberts taking over some of Jerry Dunphy's chores at WBBM-TV, now that Dunphy's joined the KNXT, Los Angeles, staff ... An ad last week in Datur Varisty, published in Hollywood, reads "Bill Anson is back—to stay." if that answers some questions ... WFMT's Studs Terkel doubling, via tape, on new Detroit FM'er, WDTM, with show titled "Success In the Arts"

#### IN SAN FRANCISCO

Initial stanza of KTVU's broadcast of NTA's "Play of the Week" topped individual ratings of seven of 11 competing shows on three network stations. Show, which was "Medea," peaked with a rating of 17.1.

Jack Kelly in Frisco for "Maverick". KGO-TV putting together a new show entitled "Expedition California". First three guests scheduled for KGO-TV's Herb Caen-William Winters clambake next Sunday (2) are Adlai Stevenson, Mort Sahl and Mary Costa... Gladys, (Continued on page 48)

## GULF TO NBC: 'FIRE AT WILL'

## The Weekend Rating Confusion

After a promising start weekend before last when its new programs showed lots of rating muscle. NBC-TV's new Saturday-Sunday program lineup has settled back into an also-ran Arbitron groove behind champion CBS-TV.

CBS' "Perry Mason" and "Checkmate," the two hourlong programs running consecutively from 7:30 to 9:30 p.m. Saturdays, eased in ahead of both NBC-TV and ABC-TV. On the 7-city Arbitron report "Mason" got 23.1 and 25.3 in its two half-hours, while the NBC hour in opposition, "Bonaniza" ran 15.9 and 17.1 "Checkmate" got 20.7 and 24.1 in its two half-hours between 8:30 and 9:30, as NBC's "Tall Man" pulled 14.1 and the succeeding "Deputy" got 13.3. "Leave it to Beaver" and the first half of Lawrence Welk on ABC-TV got 13.8 and 11.1, respectively.

Sunday, CBS' Ed Sullivan took 8 to 9 p.m. in a walkaway. The seven-city report gave him 22.1 and 25.8 in his consecutive half-hours. "National Yelvet" and "The Tab Hunter Show," which constitute the NBC competition for Sullivan, hit 12.8 and 12.4, down substantially from their premiere week. The second half of "Maverick" got 17.2 and "Lawman" at 8:30 got 16.2.

However, a different story seems to occur on Sundays if the ARB national report is used instead of the seven-market report: On the nationals, "Maverick" at 8 pulls a 24.4, which beats the first half of Sullivan, who had a 20. The differential may in part be due to ARB's practice of taking into account in its national ratings the dissimilarity of the station lineups for each program on each network.

At 7 p.m. Sunday, the second half of "Walt Disney Presents," which last weekend assumed this slot for the first time, lost to the first half of Shirley Temple on NBC-TV. The NBC stanza, on the seven-city, got 13. to Disney's 9. CBS with football wasn't listed at that hour.

Now to add to the confusion, there are the Trendex overnight reports, which, on Sunday, gave the new Disney slotting the 6:30-to-7:30 p.m. edge over the other webs. ABC's stanza's first half got 12.5 to CBS' football mark of 10.6 and NBC's S

## 1st Pulse on N.Y.'s Expanding Latmo **AM Audience—WHOM Way Ahead**

First Pulse report ever taken on the mushrooming Spanish-language radio audience in New York, figured at near 1.000,000, finds Fortune Pope's WHOM far ahead of its three substantial competitors in terms of its share of the predominantly Puerto Rican listeners.

listeners.

Results aren't surprising, in view of the fact that the indie is one of the oldest foreign-language specialists in Gotham, has been broadcasting Spanish-language substantially since 1947 (in switchover from Italian) and presently is the only fulltime Spanish-languager on the scene, with a 5 a.m. to midnight all-Latino schedule.

What is surprising is the margin.

night all-Latino schedule.

What is surprising is the margin by which the outlet leads its competition. In the 5 a.m. to noon period, where WHOM and WADO (the Bartell station, ex-WOV) compete headon. Spanish, WHOM pulls a 55% share vs. 14% for WADO. At noon to 6 p.m. where WBNX is in Spanish fulltime, the boxscore is WHOM, 59%, WBNX, 9% and WADO. (which cuts off its Spanish broadcasts at 3), 8%. At 6 p.m. to midnight, only fulltime competitor in Spanish is WWRL, (Continued on page 54)

(Continued on page 54)

## Taft Gets \$31/4-Mil In Knoxville Sale

Cincinnati, Sept. 27. Shaping for operations in larger markets, Taft Broadcasting Co., headquartered here has sold its WBIR TV-AM-FM stations in Knox-ville, Tenn., to WMRC, Inc., Greenville, S. C., for \$3,250,000.

Purchaser operates WFBC-TV and radio stations in Greenville and WORD radio in Spartanburg, S. C.

Sale of the Knoxville holdings, said Hulbert Taft Jr., president, provides his company with "lever-age needed for acquisition of prop-

age needed for acquisition of properties" in bigger markets.

WBIR radio operated in Knowville for many years and opened
its tv station in August, 1957. Taft
company acquired 100% ownership

Taft video and radio stations are in Cincinnati and Columbus, O., Lexington, Ky., and Birmingham,

#### 'We Ain't Mad'

Westinghouse Broadcasting Corp., which ended all of its network radio affiliations some

network radio affiliations some years ago with the pronouncement that radio had gone independent and webs were no longer useful to the chain, had to ask its former web, NBC, for a favor last week. Westinghouse wanted to carry the Kennedy-Nixon meetings on its radio stations, Chuckling slightly at the irony, NBC said that it is letting Westinghouse go ahead with the political pickups, which are not available directly to local stations.

## **WB Hour Reruns** As ABC's Threat To Paar in '61?

NBC-TV, is thinking of filling 11 p.1 to midnight, Mondays through Fridays, with reruns of hourlong Warner Bros. telefilms. If the web goes through with the plan, it won't begin until some-time during the '61-'62 season.

Warners, which makes many hourlong telefilm programs in the hourlong telefilm programs in the action-adventure vein for ABC-TV, still doesn't have enough rerun material to program five nights a week unless both parties are willing to use repeats of old "Maverick". "Chevennes," "77 Sunset Strips," etc. while new episodes of these series are still running in prime time on the same web. There are few Warner skeins that failed, but one is. "The Alaskans," which could go into rerun immediately, The network is moving ahead.

could go into rerun immediately,
The network is moving ahead
slowly on this across-the-board
spread opposite Paar. Few details
exist, since both Warners and ABC
must wait until at least mid-season
to see how the current rash of ty
film product fares in first run.

## **WEB CALL SHOTS**

By ART WOODSTONE

Gulf Oil will spend as much as \$3,000,000 for NBC News programs during the next several months. Final amount will depend, it is understood, on the number of hard news stories veepee Bill McAndrew's news department considers worthy of airing.

worthy of aring,
Gulf toppers in Pittsburgh, dealing directly with NBC brass, have
shaken hands on an unusual sliding
arrangement which, of necessity,
leaves in the hands of the network

leaves in the hands of the network newsmen the decision as to how the sponsor will spend his money. The purchase comes on top of several other success stories for NBC News. One of the others is firm business for the new ty season of an estimated \$12,147,000 not counting what Gulf will evetually spend.

Significance of the Gulf arrange Significance of the Gulf arrangement is not, however, the money it brings NBC. Texaco is ready to sign a new yearlong contract for the 15-minute Huntley-Brinkley newscast that will bring the network about \$6.500,000, more than twice what Gulf will spend. Big news is that a major sponsor, for the first time in the history of NBC, is willing to pay for news programs as they break.

CBS News has sold to news programs without a script, but not

#### KTTV's Setup

Socony-Mobiloil and KTTV, the L.A. indie, serve as a prototype for the deal made by Gulf and NBC-TV.

Socony has an arrangement with KTTV to sponsor all hard news remotes (fires, robberies, accidents and other spotyarns) covered by the fast-stepping tv indie.

without substituting some general idea of the topic. As NBC has dis-covered moreover, it has been vir-tually impossible until now to contually impossible until now to con-vince any advertiser to buy topical news programming well in ad-vance, unless the program hap-pened to be a national political convention or a national election.

convention or a national election. With the compact from Gulf, its becomes apparent that NBC has achieved much the same prestige position as rival CBS News—that. of being able to sell programs mostly on the strength of a departmental reputation. It is unknown whether Huntley or Brinkley—who at the recent conventions did so much to enhance the NBC repwill be part of the Gulf deal.) NBC was willing to comment en the Gulf deal, but other reliable sources steadily maintained it's been consummated.

The sale was made during a trip

been consummated.

The sale was made during a trip to Pittsburgh by NBC prexy Bob Kintner, who was accompanied for the presentation last week by special program sales chief Ed Friendly, McAndrew's No. 2 man Julian Goodman, and Ed Byron.

(Continued on page 56)

## Brit. Tyne TV's **Stock Flotation**

London, Sept. 27.
A block of 534,000 non-voting shares in Tyne Tees Television is going on the market this week. The stock which has a par value of 28c, heing offered at \$3.65. The issue was advertised yesterday (Mon.) and application lists will open and close on Thursday (29).
The company which has been operating as a commercial to programmer in the Newcastle arcsince January last year, made a

Taft video and radio stations are in the Newcastle area for in Cincinnati and Columbus, O., Lexington, Ky., and Birmingham.

Also, the plan was hatched prior grammer in the Newcastle area for the FCC rule cutting back network since January last year, made a last option time by a half-hour profit of about \$270,000 in the landio Comittee's efforts, while Name it that much harder for a divivi of 40% is forecast for next review current activities in the bulble activities in the public relations field.

## NEWS BUY LETS German Indie TV Gets Underway Jan. 1 As Hassle Holds Up 2d Govt. Web

Noblesse Oblige

San Francisco, Sept. 27.
KQED, Frisco's ETV channel, took an unprecedented step last night (Mon.). For the hour in which the Kennedy-Nixon debate appeared on the

air via commercial outlets, KQED ran this announcement on its screen: "Special intermission. We invite you to watch the Nixon-Kennedy Debate on Channels 4, 5 and 7."

## Pulse's Roslow: **'Overhaul Local Rating System**

Omaha, Neb., Sept. 27.
Needs of local, spot non-network
time buying are not being served
by today's rating practices, Dr. Sydney Roslow, director of Pulse, declared at a meeting of the Omaha
Advertising Club.

Advertising Club.

Dr. Roslow referred to both tv and radio and specifically the present rating practice of measuring specific programs on a quarter-hour scale. "I believe the present ratings scale research is due for a much needed overhaul. You might even say it is time we scrapped the ratings," he declared.

In the address, Dr. Realow reneed.

In his address, Dr. Roslow zeroed his attention on the kind of research which he felt is most needefrom the "cooperative-syndicated point of view to service buyer and seller alike." Research problems associated with national networking were not explored. were not explored.

associated with national networking, were not explored.

Instead of quarter-hour program ratings. Dr. Roslow proposed measures of "frequency, reach and quality." The local spot tv advertiser not buying network adjacencies would like to know "the average rating at any moment of time" in a long period, such as-three hours. "Let us assume five spots distributed across a three-hour period is of a certain size. Then the five spots may be multiplied by the size factor to yield the measure of frequency of impressions." The second measure of reach was illustrated by Pulse's cumulative audience measurements, geared to find the total audience in different time spans. Qualitative research "will define the audience in terms of the characteristics the advertiser needs to know for his market."

In his attack against present program rating practices on the local level, Dr. Roslow said "Let us consider the seller of broadcast time—the station. What can be hoped (Continued on page 54)

(Continued on page 54)

#### **NAB SLATES FALL** RADIO CONFERENCES

Washington, Sept. 27.
Radio session of the first National Assn. of Broadcasters Fall Conference will feature discussion of the new NAB Radio Code program,

the new NAB Madio Code program, engineering efficiency and radio public relations.

The session, to be held in Atlanta Oct. 14, will also be highlighted by a talk by C. L. "Chet" Thomas, veepee of KXOX, St. Tonis

Thomas, veepee of KXOX, St. Louis.

The Radio Code discussion, dubbed "Self-Regulation Equals Self-Interest," will be handled by John F. Meagher, NAB viceprestdent for radio, together with Elmo Ellis, WSB, Altanta, Vince Wasilewski, NAB v.p. for government, and Frank Gaither, WSB, Atlanta. A. Prose Walker, NAB manager of engineering, will report on proress of the National Stereophonic Radio Comittee's efforts, while

Frankfurt, Scpt. 27.
With the fight still going on in the West German government about who's going to operate the second television channel "created" on paper by West German Chancellor Konrad Adenauer and called "Deutsches Fernsehen G.M.B.H.," the independent television outfit called "Freles Fernsehen" is going right ahead with its plans to put its own second network on the air starting with a giant Jan. 1, 1961, production.

Six American television officials along with CBS Television stations prexy Merle Jones arrived in Frankfurt last week and worked out an agreement to aid with the production of the second television channel, which has a German capitalization of about \$12,000,000.

Freies Fernsehen has just contracted fernsewer sections the

Freies Fernsehen has just con-tracted for a large section of land by Eschborn, near here, to build 17,000 cubic meters of studios where they will produce their daily news show.

news show.

"Deutsches Fernsehen," which Adenauer set up two months ago with a flick of his pen, is still in the debate stage among the various states of West Germany, who resent the second channel which will cut into the interests of the sole channel now in existence, whose time is split among the different states. And there has been no actual planning of programming.

no actual planning of program-ming.

So, the experts feel, either Deutsches Fernsehen will con-tract with Freies Fernsehen to put the shows out, or there might be three channels eventually—with the West German government op-erating its new one, Freies Fern-sehen operating independently, and the various states continuing with their sole channel.

The first 13 weeks for operation

The first 13 weeks for operation of Freies Fernsehen have already been planned, some of the productions are finished, and the rest are underway.

are underway.

Chief editor of the new group.

Dr. Konrad Kraemer, says that the
Freies Fernsehen shows will consist generally of short programs, ascontrasted with the television

(Continued on page 56)

## Herridge, Others On 'Workshop'

Robert Herridge has been set to guest-produce two "CBS Television Workshop" segments this fall, and CBS-TV eastern program Mike Dann is negotiating with Bob Banner and Gordon Duff to undertake guest-producer stints as well. Albert McCleery, of course, continues as regular "Workshop" producer.

Two Herridge shows will be aired Nov. 20 and Dec. 18. First will be "The Sound of Words and Music," with Robert Shearer as director. Second will be an adapta-tion of Leonid Andreyev's "The Seven That Were Hanged."

#### Heider Exiting ABC-TV For NBC 'Bell' Series

Frederick Heider, a staff producer for 10 years with ABC-TV, is leaving Oct. 15 to produce some of the "Bell Telephone Hour" programs on NBC-TV. Bell exec producer Barry Wood has him lined up for the Oct. 28 and Nov. 11 editions.

Heider's big ABC mark was made as heâd of the now defunct "Voice of Firestone." His last ABC-TV assignment, before switching to his Bell contract deal, was as producer of "Music for a Summer Night," which went off last week.

## HOW WILL THE NEW

*Number of Half Hour Firsts								
· ·	MON.	TUES.	WED.	THURS.	FRI.	SAT.	SUN.	
8:00 8:30		a		7			a	
8:30 9:00	V	a	7	Q	<b>a</b>		Q	
9:00 9:30				<b>7</b>	a			
9:30 10:00	Cabo		Gbc]					
10:00 10:30	Gbe		2	a	a			

\*Source: Nielsen 24 market TV Report week ending September 18, 1960.

TALLY: ABC-TV-17 FIRSTS / NET Y / NET 2-8

ľ

## SEASON SHAPE UP?

Although it's too early for firm predictions, there already are some straws in the wind. A look at the first big week of the season may give you a hint of things to come. It was a week of new shows on Networks Y and Z ...5½ hours of them: Aquanauts, Checkmate, Tab Hunter, Tall Man, National Velvet, The Thriller and Shirley Temple, all lending their support to the schedules. Despite this, and with no premieres, ABC-TV came up with a clear victory in half-hour firsts for the week. A quick glance at the chart shows that ABC won on four nights and tied on Sunday. As for those losing nights, let's wait for our own premieres. We have a few hot ones coming up, including Hong Kong on Wednesdays at 7:30 and The Roaring 20's on Saturdays at 7:30. In the next five or six weeks, when the dust settles and the regular viewing habits are being formed, we'll be watching the ratings, with you. Particularly in the competitive markets—which are the true proving ground for audience acceptance.

## **ABC TELEVISION ©**

HY GARDNER SHOW Vith Marilyn Gardner, Betty F ton, Evangellna Callas, Love Woods roducer: Bob Eberle er. Betty Hut-

Woods
Producer: Bob Eberle
Director: Tom Reynolds
60 Mins.: Sat., 12 Midnight:
WOR-TV, N.Y. (tape)
N.Y. Herald Tribune columnist.
Hy Gardner, introduced by his partner-wife. Marilyn, as "originator of the unrehearsed talk ishow, now in its seventh year," opened well on its new Channel 9 @RKO
General outlet in Manhattani-after several seasons on Metropolitan's Channel 5) with what was patently an unrehear-ed and seemingly unpredictable emotional scene involving Betty Hutton and her bandleader-discoverer, Vincent Lopez.
It became somewhat of a professional crying Jag, apparently doing nt became somewhat of a profes-sional crying jag, apparently doing a kiss-and-make-up (on camera) after an announced schism of several vears.

Under Gardner's forthright proding, another, more serious, side of the quondam "America's No. 1 jitterbug" asserted itself, bringing out her basic insecurity, marital disappointments, professional asavy 'instilled since she flound herself a star, at 15, of Billy Rose's Casa Manana, on Broadway, "Inever had a chance to 'grow up'"), and her frank dim view of the agency and sponsorial impresarios that dominate commercial television. She insisted for naming General Foods and Benton & Bowles, by name, in connection with the fiasco attendant to her video spec Lopec's penchant for numerology—he does a periodic column for the Her-Trib's TV Mag, of which Gardener is editor—asserted itself in his forecast that "this was to be Betty's biggest year," whereupon she recalled "never having enough to eat"; that Lopez "bought me my first steak—all to myself"; and her penchant, to this day, for; steak four times a day, some days, including breakfast.

Gardner referred to a Look mag Interview wherein the comedienne recalled her childhood in a drabnighborhood and remarked that it was fortunate she had a professional outlet to let her rise above it. Miss Hutton's ambition to start a "Show Business Farm" for underpriviledged kids was also dispersive the least of the pathology of the pathology of the pathology of the marshall. John Smith and Robert Fuller were strapping cowboy the own Business Farm" for underpriviledged kids was also dispersive the least of the pathology of the patho Under Gardner's forthright prod-

nignornood and remarked that it was fortunate she had a professional outlet to let her rise above it. Miss Hutton's ambition to start a "Show Business Farm" for underpriviledged kids was also discussed with Gardner observing "that would make a real good magazine story or even a book."

It was in this segment, as counterpoint to Miss Hutton's colloquialisms ("that doesn't bug me", "make the scene," etc.) that a new Betty Hutton image emerged. (This was in sharp contrast to the madcap behaviorism on Jack Paar's show earlier in this week, to which Gardner also made reference).

Miss Hutton conceded her boundless energy had caused Bob Hope's caps to be knocked off in a Paramount filming scene, but balked on recalling a Keenan Wynn episode—"you'd be off the air, Hy, but I'll tell you after the show."

When the curtain is down, ash he is alone with her thoughts—period—"when the musicians and the stagehands have gone," she observed, "it's something else again." She plans calling her autobiography, "Back stage—You Can Have!" "When they've all cut," she concluded, "it's the lonesomest business in the world."

Love B. Woods, lessee-manager of Harlem's Theresa Hotel, to which the Costroites converted after checking into a midtown hostelry, revealed little other than that the Cubans had been in negotiation for rooms preceding the Shelbourne check-in.

Mr. Love was a "peace, it's wonderful" guest. He couldn't be led on by Gardner's "chicken-plucking" and alleged cooking in rooms at the Shelbourne; but he admitted a daily cash settlement at the 2 p.m. checkout time and conceded that, since the Castro party has established credit, he would not be so technical and would even accept checks. It was drawn out of him that Fidel had put a curb on indiscriminate check-signing in the public diningrooms and bars.

Mrs. Evangelina Callas, mother of Maria, who has not snoken to

Mrs. Evangelina Callas, mother of Maria, who has not spoken to her for 10 years "in 1950, when I was 51, my daughter wrote me she could send me no money and suggested I get a job"), essentially shilled for her just-published book. Gardner, now that he's on the RKO-General outlet, seemingly is adhering to the same surefire 60-minute formula of topically newsworthy names—Mrs. Callas and Love—and the bulwark in-depth interview.

interview

Gardner personally handles most of the commercials when Marilyn (Mrs. Gardner) doesn't; both are generous with the hard-sell.

LARAMIE
With John Smith, Robert Fuller,
Julle London, Claude Akins,
Eddy Waller, others
Exec Producer: Richard Lewis
Producers: Richard Lewis
Producers: John Champion, Winston Miller
Director: Lesly Sclander
Writer: Jerry Adelman
60 Mins.; Tues., 7:30 p.m.
PARTICIPATING
NBC-TV (film)
The defection of Hoagy Carmichael from the regular cast this
season has left "Laramie" bereful
of its single offbeat feature, and

michael from the regular cast this season has left "Laramie" bereft of its single offbeat feature, and the series started its second term last week in totally undistinguished fashion. However, there's probably no cause for alarm. As a strictly conventional saddle-soaper, it should hold up well enough in its early evening slot where it can corral a juve audience and besides, those grownup fans who favor the old-fashioned oats. The only adult thing about "Laramie" is that the heroes kiss the girls at the finish, and not their horses.

CELEBRITY GOLF With Harry Von Zell, Bob Hope, Sam Snead Producer: Norman Black

burn Director: Norman McLeod Writer: Victor McLeod 30 Mins., Sun., Sept. 25, 5 p.m. KEMPER INSURANCE

30 Mins., Sun., Sept. 25. 5 p.m.

KEMPER INSURANCE

NBC-TV (film)

(Clinton Frank Inc.)

The Sunday intellectual ghetto of tv is a vanishing slum. It's rapidly being razed for the gridiron, the diamond, the gym and the links. Latest project, NBC's "Celebrity Golf," cut its inaugural ribbons on a New York tele afternoon that featured four pro football telecasts, the Yankees beating the Red Sox for the American League pennant and a kids' studio dance party on Channel 13 that was a wrestling match of sorts.

If the opener was lost in the welter of events elsewhere, the celeb ingredient should gain audience as the season develops. "Celebrity Golf" is a kind of mock sporting event, anyway, since the element of competition is removed. Nobody would be more surprised than the producers if one of the

Nobody would be more surprised than the producers if one of the show biz talents pitted against top pro Sam Snead ever lucked out with a win in the nine-hole match play. It's a distant cousin of the pro match play films viewed else-

where.

Initialer had comedian Bob Hope In a dead serious and futile chase of the Texas hotshot 'Snead birdied him three holes in a rown. While Hope is no duffer, the disparity of golf talent was a joke, and Hope quipped about it in standard fashion during the post mortem, which is the best seg of the show. Snead was a fair quipster himself. At the wind, he instructed the comedian on how to drop a six-foot putt. When Hope surprised himself and the gallery by dropping the put, Snead said simply, "happens every time."

Golf action clipped and packed into the format with commercials and all is occasionally abortive and confusing. Aside from editing Initialer had comedian Bob Hone

HAPPY BIRTHDAY HAPPY BIRTHDAY
With Merv Griffin, June Havoc
Celeste Holm, Darrin McGavin Celeste Holm, Darrin McGavin, Julanne Wright, Kay Landy, Vince Morrow, Schenectady Light Opera Company, State Tax Commissioner Joseph H. Murphy, Congressman Samuel S. Stratton, George Reading, Ernie Tetrault, others
Producer: Robert Boggs
Directors: Leonard Sarneckl, Hal Grene
150 Minutes, Friday (23), 8:30 p.m. WRGB-TV, Schenectady
The area's first spectacular in

WRGB-TV, Schenectady
The area's first spectacular in prime evening time. "Happy Birthday" marked the first anniversary of "Gear Up In Schenectady For Tomorrow" (job-creating project), with program hitting an uneven level of message and entertainment. Merv Griffi, of NBC's "Play Your Hunch." emceed the ambitious, if not entirely successful, videocast. ful. videocast.

ful, videocast.

With the best of public service intentions, it is possible that the GUTS Committee and General Electric (owner of WRGB) would have been wiser to cut the show to either 30 to 60 minutes. A more compact presentation might well have "sold" the theme more effectively and fermed the more sold. have "sold" the theme more effec-tively, and framed the more solid portions of the entertainment more compellingly. Tighter organization, sharper direction, quicker camera-shifting, closer attention to sound and sound balance, would have been both desirable and helpful.

and sound balance, would have been both desirable and helpful.

The first 35 minutes were particularly slow and over-localized. Griffin, who apparently had not been on the scene long enough, tended to speak as though the program were aimed only at Schenectadians (a name he mispronounced). It was not until Newsman George Reading, in an interview with Republican Congressional Candidate. Si Wright of Oneonta, suggested the problem of creating jobs was "not local but regional," that the proper perspective was put on the show's theme. After all, WRGB included viewers some 125 miles or more distant in three or four states."

When Congressman Samuel S. Stratton came on, an hour after his rival, he spoke of the new-jobs situation as one pertaining to the Northeast, all the way down to West Virginia. Stratton introduced somewhat of a political note, by referring to the "depressed areas" bill which he had cosponsored and which the president had vetoed. Stratton also read a telegram from Democratic Presidential Candidate John F. Kennedy congratulating the GUTS committee and pledging his continued support. Stratton registered like the professional When Congressman Samuel the GUTS committee and piedging his continued support. Stratton registered like the professional telepaster that he is having used both tv and radi throughout his political career.

political career.

To keep the political balance,
Reading quipped, as Stratton
signed off, Thank Mr. Nixon, too."
Ernie Tetrault, who scoreboarded
job openings in interviews with
Schenectady businessmen and factory owners read a congratulatory
telegram to GUTS from U. S. Senator, Kenneth Keating.

ator Kenneth Keating.

The professionals naturally outshone the local talent. A mixed tensome from Schenectady Light Opera Company came through nicely. Local songstress, Fulvia Brun, chose to Jazz up a standard ballad that, coupled with camera closeups, must have caused viewer wincing.

wincing.

The two most absorbing interviews were videotapes with Darrin McGavin and June Havod—made while they were guesting at area strawhats. An unidentified young man, presumably Tom McDunnough, of WRGB summer staff, quizzed McGavin. Attractive Sunnie Jennings introduced June Havoc; also Celeste Holm, who spoke briefly but feelingly of her work with the United Nations Refugee Committee. All three ex-

and those quipped about it in standard fashion during the post curbo on the show. Snead was a fair quiphot structed the comedian on how for the show. Snead was a fair quiphot with the United National leaders. Metages were line with the GUTS effort.

It would have added considerably to the show to have taken cognizance of Miss. Havoc's and surprised himself and the gallery by dropping the put, Snead said simply, "happens every time."

Golf action clipped and packed into the format with commercials and all is occasionally abortive and confusing. Aside from editing in-depth Golf Club, Hollywood, was mostly stered to the match at Lakeside Golf Club, Hollywood, was mostly topped and packed in-depth Golf action of the match at Lakeside Golf Club, Hollywood, was mostly stered and even.

Veteran of the ducet tones Marilyn both are line with the United National leaders.

Refugce Committee. All three exchanges wer line with the United National leaders.

It would have added considerably to the show to have taken cognizance of Miss. Havoc's and McGavit's tales, and spliced them into the Schenectady project.

Griffin die half until Handsom Griffin die half until Handsom sind all is occasionally abortive and confusing. Aside from editing time latter part of the program, when he sang and played competently and wove in a bignity questionable taste. An exchange with Schenectady Mayor, Malcolm grow, Malcolm gro

THIS IS YOUR LIFE With Ralph Edwards, Rob Warren. Producer: Alex Gruenberg Director: Dick Gottlieb 30 Mins., Sun., 10:30 p.m. BLOCK DRUG CO. NBC-TV, from H'wood (Grey)

NBC-TV apparently believes in the motto, "Where there's 'Life' there's hope." That's evident in the network's shift of its established audience-puller, "This is Your Life" into the 10:30-11 p.m. Sunday slot opposite CBS-TV's powerhouse. "What's My Line?" In making the move, NBC is now battling the CBS "Line"-news-"Late Show" parley on an almost-equal time basis Instead of trying to take the play away from the competition by becinning a feature film at 10:30 p.m.

p.m. "Life," which moved into the new time period for the start of its ninth consecutive season last Sunday night (25), is followed by 10 minutes of news and then a feature pic for a five-minute jump on the "Late Show." Whether this change in arrogramming will nay off for "Late Show." Whether this change in programming will pay off for NBC remains to be seen. In any event, the Ralph Edwards show qualifies as a good competitive bet for "Line," although the panel show has obviously become a Sunday night habit for many viewers.

cay night habit for many viewers.
The sugary blographles and soap
opera dramatics of the show, which
Edwards created, owns and encees,
have human interest appeal and as
such rate as strong femme fare.
'Line' is also considered to have
a big distaff audience and on that
basis there might be some conflict
among the women as to which of
the shows to watch.
This essent's getaway "Life" hio

the shows to watch.

This season's getaway "Life" blowas devoted to a mother, whose sacrifices on behalf of her children combined with her successful campaign for the erection of a church in the Ohio town where she lives, warranted the recognition given her. But, the manner in which the program recapitulated her deeds and accomplishments was strictly for the "Life Can Be Beautiful" addicts. The woman, who emigrated to the U.S. from Greece and didn't learn to read or write till the age of 40, was Ohio's "Mother of America for 1958."

GEORGIA FOOTBALL HIGH-LIGHTS With Wallace Butts. Ed Thilenius Producer-Writer: Thilenius 60 Mins., Sunday, 1 p.m. COCA-COLA BOTTLING CO. WAGA-TV, Atlanta.

While U of Georgia is located in Athens, it is just a scant 75 miles from Atlanta, so city is overflow-ing with football fans who follow fortunes of school's gridiron Bulldogs.

dogs.

Wallace Butts is head coach of
Bulldogs and Ed Thilenius broadcasts their games on a statewide
radio network. Their mission Sunday (18) in televising official films
of game played in Birmingham was.
saddened because Coach Bear
Bryant's U. of Alabama Crimson
Tiders shellacked Georgia 21 to 6 the day before.

the day before.

To add to Georgia Alumni discomfort was the fact that contest was NCAA's Game of the Week seen on a national ty hookup. Such a sorrow for loyal Georgians.

Butts was philosophical about defeat, admitting that Georgia staff was outcoached from the start. Thilenius spent most of his time trying to console Butts.

Thilenius spent most of his time trying to console Butts.

Thilenius did the narration and Butts contributed a bit of fill-in talk as the action unfolded on the screen. A change of pace was offered at quarters and halftime with introduction of players of the week, shapely majorettes and cheer leaders. leaders.

offered a comedy segment. Strikingly dressed, she portrayed a
scattered-brain applicant for a keypuncher's position (one of the
"openings" tabbed on program).
Griffin did not identify his betterhalf until the conclusion.

Handsome Vince Morrow crooned
smoothly, in two spots. Kay Landy, once of WRGB's "Hospitality
House" and former Arthur Godfrey Talent Scout aspirant (she
subbed for Jeanette Davis on the
Godfrey show), struck, her finest
vocal pitch during the show's latter half.

State Tax Commissioner, Joseph
A. Murphy, and Deputy Commerce

A. Murphy, and Deputy Commerce Commissioner, Ronald Peterson, could have been used more im-

I SEE CHICAGO I SEE CHICAGO
With Fahey Flynn, Irv Kupcinet,
Frank Reynolds, John Harrington, Joe Diehl, aul Angle, Joey
Bishop, George Raft, others
Exec Producer: Charles Hinds
Directors: Bill Robbins, Phil Bondelli, Barry McKinley
Writers: Hal Fisher, Bob Allison,
Hinds
60 Mins., Wed. (21), 9 p.m.
ILLINOIS BELL TELEPHONE
WBBM-TV, Chicago (film & tape)
(N. W. Ayer)
Like those satellites that failed.

(N. W. Ayer)

Like those satellites that falled, the documentary "I See Chicago" was just about to orbit when something went wrong and sent it spinning down. The first two segments meshed beautifully, but the sputtering began in the third, and by the final iseventh) segment it had all fallen apart. In the autopsy, the flaw seems to be that the footage was shot first and the "I See" theme dreamed up as an afterthought. thought.

This hourlong one-shot for Illi-This hourlong one-shot for Illi-nois Bell Telephone was probably one of the most expensive programs ever put together for local ex-posure. It was conceived more than a year ago, when the sponsor was thinking terms of four such specs on a sort of "Wide Wide Chi-cago" peg. Dissatisfied with the pilot that was made several months later, Bell shelved the idea for a season and then had WBBM-TV go back into production. go back into production.

go back into production.

Show purported to look at the midwest metropolis through the eyes of ficticious individuals in differing occupations, a device which allowed vignetes of the city awakening, the open air market on Maxwell St., the steel mills, the nightlife arteries, the cultural emporia, the motorized police, and, ill-advisedly, the Crusade of Mercy.

Best episades were the first two

visedly, the Crusade of Mercy.

Best episodes were the first two and the one of the police task force at work. The steel mills segment seemed to come from an industrial film, and neither it nor Paul Angle's lecture on the cultural bigness of Chicago were legitimate vignettes. Irv Kupcinet's rounds of his nightclub beat had its rewards but was marred by the obviously staged-for-television interviews with George Raft and Joey Bishop.

Bishop.

The show possibly tried to achieve too much in an hour Grade it "A" for Ambitiousness. Les.

1960 TV FASHON HERALD With Julie Dane, Diane Strock, Producer: Sidney Pike Director: Robert Kinkead

Director: Robert Kinkead
Writer: Jess Cain
60 Mins., 8 p.m. Sat. (17)
BOSTON SUNDAY HERALD
WHDH-TV. Boston (color)
Latest in Hub tint channel's
(WHDH-TV) series of high style
spectaculars, which have made it
the outstanding color ty fashion
station around, was hour-long "TV
Fashion Herald," climaxing a full
week of special daytime halfhours
presenting latest in wearables for
milady.

week of special gaytine manneaus presenting latest in wearables for milady.

Three years' experience in both tv fashion shows and extensiv coloreasting paid off handsomely, with brisk-paced, well-mounted, glowingly-hued production that presented 20 top models in a total of 120 stunning outfits.

Bob Kinkead drew the assignment of being the first to make full use of WHDH-TV's extensive production facilities for a major show. Kinkead staged the opus huge 80 by 50 foot studio, using four RCA color cameras, With direction one of the key factors in so complicated an undertaking, Kinkead rates kudos for a flawless performance.

performance.
Also flawless was on-air performance by top Boston model, Julie Dane, who doubles regularly as WHDH-TV's Tashion hostess and commentator, "including fronting

WHDH-TV's fashion hostess and commentator, including fronting for station's year old Fashion Firsts production.

Jess Cai , ex-N.Y. video and vidfilm actor, now half of WHDH Radio's early a.m. funnymen and music team, made a successful switch to straight scripting. In addition to writing the show, Cain spelled Miss Dane from time-to-time with narration of imaginative and artful bridges that set the production's underlying theme of elegance.

gance.
Producer Sid Pike wrapped it all

Producer Sid Pike wrapped it all up in an engaging bundle, with fashion and production coordination by Taylor-Walker Associates, sets by Henri Lion and technical production crews totalling nearly 40 persons, probably the largest group ever involved in any single Hub video production. Guy.

# #1 IN SPONSOR SALES FOR A NEW SYNDICATION SERIES!

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CHARLES BATEMAN

in the DUAL Role

of the Brothers January

Record sales to top sponsors and advertisers across the country—that's the big news about syndication's newest and most exciting success story—TWO FACES WEST.

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Included are such multi-market sponsors as:

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TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

# Foreign Television Reviews

SOME ENCHANTED EVENING Edmund Hockridge, Dennis is Shirley Eaton, Helena With Edmund Hockridge, Dennis Letis, Shirley Eaton, Helena Scott, Nicolette Roeg, Irving Davies, Inia Wiata, John Hewer, Peter Gilmore, Prince Littler, Wolf Mankowitz, Cyril Ornadel erch, Cliff Adams Singers Director: Peter Croft Writer: David Croft 55 Mins, Wed., 8:30 p.m.

Associated-Rediffusion from Lon-

Associated-Rediffusion's Associated-Rediffusion's i tribute out to be "a quick rundown of a fantastic credit list." to quote inter-locuter Wolf Mankowitz. Not much was said that was new or revealing about the man and his qualities, either by Prince Littler who delivered an obviously teleprompted foreword in his capacity of Drury Lane Theatre topper, or by Mankowitz who nevertheless did touch on Hammerstein's sentimentality and Hammerstein's sentimentality and Hammerstein's sentimentally and the requirements that make a good lyric writer. Total output, age, the composers collaborated with (Rod-gers was the only cleffer men-tioned)—these, at random, were omissions. There were plenty more.

tioned—these, at random, were omissions. There were plenty more. As a program, it could of course scarcely miss in the music department. But as so often with British spectaculars, there was a good deal of trying to inject novelty for novelty's sake. Hardly anyone could sing without there being dancers in the background, often pointlessly. And aren't the original orchestrations to the Rodgers showtunes good enough? It was not necessary to convey the major content, of course, numbers picked from shows ranging from "Sunny" to "The King and I." some of the staging inevitably failing to do justice to the original ("Oklahoma") being a prime example. Highlights just had to be a couple of clips from the films of "South Pacific" and "The King and I."

All the artists worked with a will, even if individuals didn't always get the right kind of number. As an instance, Shriey Eaton who has a pleasant but not overstrong voice, was required to render the zippy, forte "June Is Bustin' Out All Over." while the dancer's did a kind of Spanish fandango. If any-

zippy, forte "June Is Bustin" Out All Over," while the dancers old a kind of Spanish fandango. If any-one were to be singled out for honors, it would be Helena Scott from the London cast of "The Most Happy Fella." Final verdict: dis-Happy Fella." Final vergice. Gas appointing, but okay for some solid.

Erni.

With Geraint Evans. Ilva Ligabue, Oralia Dominguez. Sesto Brus-cantini, Juan Oncina, Anna Maria Rota, Mariella Adani, orania, Juan Oncina, Anna Maria Rota, Mariella Adani, Hughes Cuenod, Marco Stefano-ni, Mario Carlin, Harold Wil-liams, Glyndebourne chorus ballet, and orch

Producers: Peter Ebert, Noble

Wilson
Composer: Verdi
Musical Director: Vittorio Gui
145 Mins., 7 p.m. BBC-TV, from London

One of the high spots of the anone of the high spots of the anual opera festival at Glynde-bourne, Sussex, Verdi's "Falstaft" was relayed complete, with a 15-minute interval, from the opera-louse. It made an artistic event of

house. It made an artistic event of the first order, and some of the enjoyment must have spilled over to non-addicts who stayed with it. Justly acclaimed as a stage production, there was little fault to find with the singing, or ithe imaculate Royal Philharmonic Orchunder Vittorio Gui. Welsh baritone Geraint Evans gave, one of the great modern portrayals as the paunchy Falstaff, and the performance stood up well to the searching paunchy Falstaff, and the performance stood up well to the searching to eye. As the scheming women who engineered his downfall. Ilva Ligabue and Oralia Dominguez were superb. And the dufect pair of young lovers were hauntingly created by Juan Oncina and Mariella Adani.

The production, which went out on Eurovision was content to re-

The production, which went out on Eurovision, was content to record stage events, including a shot of the orchestra in action and audience reactions. This was the right decision, for there's no denying that operatic conventions don't suit the intimacy of tv and it's better not to shirk the fact. Peter Ebert, who had re-staged father Carl's production for Glyndebourne, was in partnership with Noble Wilson in

for this presentation. The result was an example of its kind. There were losses, of course. Osbert Lancaster's witty sets and costumes were made for color, and the quality of the sound was sometimes flat and boxy. Otherwise, it was a model production and though flat and boxy. Otherwise, it was a model production—and, though sung in Italian, the story-line wasn't difficult to follow for those remembered their school Shake-speare. Between the acts, Peter Ebert himself neatly summarized the action to follow. Otto. the action to follow Otta.

THE CAROL BURNETT SHOW With Carol Burnett, Milt Kamen, the Monn-Keys, Kenny Baker Director: Eric Fawcett
30 Mins., Fri., 8:55 p.m.
Granada TV. from Manchester

This middling half-hour was

This middling half-hour was almost a repeat dose of a recent Granda "Variety Show," thus proving thrift if nothing else. Three of the four acts. Carol Burnett and Milt Kamen, from the U.S. and the Monn-Keys, from Norway, were all doing the same stuff again.

Carol Burnett, an amiably gawky comedienne, kicked off with some agreeable take-offs of singers. Example: the girl who went French with a beret and practically killed herself smoking a cigarette during her number. Burnett's a girl with nifty ideas, but without the needlesharp wit to make them remorable. some telling edited, and the area or any failure must be squarely at the door of Henry Fairlie who wrote and narrated. His (filmed) interviews with refugees appeared care fully selected to prove a preconceived of both the program could have been a shape for his act. The Monn-keys did what used to be called a novelty number; they harmonied well, but pulled too many faces. Miss Burnett and Kamen wound up the show with a sketch about a couple going off on their honeymoon, raising a few yocks and more eyebrows. Eric Fawcett was the competent director.

NO WREATH FOR THE Company faces.

NO WREATH FOR THE Company faces are fully selected to prove a preconceived in the refugees appeared care fully selected to prove a preconceived bronth, in questioning of Willi Brandt allowed the West Berling root the program could have been shown at any time, other than one such as the present when East-will without the risk of being classified test.

Maybe the moral came out right, that the West must be the Berliners, or least the Berliners, or least the door of the program could have been shown at any time, other than one such as the present when East-without the risk of being classified test.

Maybe the moral came out right, that the West must be the Berliners, or least the present when East-west and more eyebrows. Eric Fawcett was the competent director.

NO WREATH FOR THE Company faces are fully selected to prove a preconceived interviews with refugees appeared care fully selected to prove a preconceived interviews with refugees appeared care fully selected to prove a preconceived interviews with refugees appeared care fully selected to prove a preconceived interviews with refugees appeared care fully selected to prove a preconceived interviews with refugees appeared care fully selected to prove a preconceived interviews with refugees appeared care fully selected to prove a preconceived interviews with refugees appeared care fully selected to prove a preconceived interviews with refugees appeared care fully selected to prove a p

With William Franklyn, Lana Mor-ris, Rona Anderson, Moray Wat-son, James Villiers, Patrick Cargill, Lloyd Lamble, Rowena, Gregory, Molly Urquhart, Mau-rice Hedley, Norman Mitchell Producer: Julian Amyes Writer: Donald Wilson

30 Mins.; Mon., 8:45 p.m. BBC-TV, from London

This initial segment of a sixpart series was an object-lesson in the skill with which scribe Donaid Wilson started up a number of mysteries. All of them were such teasers that they seemed bound to carry over a high viewership, eager to see how they sort them-

to carry over a night viewessent, eager to see how they sort themselves out.

Another asset of the skein is that it's subject is the topical one of military memoirs. A general formulation in the secret background to a wartime exploit that failed. First a burglar snitched the telling chapter, then the General's secretary (Lana Morris) acted dubious. The General next went off to visit a frend, was followed by a mysterious gent, and didn't turn up a his destination. In the meantime, the manuscript had been sent for screening on security grounds to the War Office, and was handed over to a scientist for his okay.

Questions were raised all round, and if Wilson can come up with a waransesing note.

Questions were raised all round; and if Wilson can come up with some pretty cogent answers, "No Wreath for the General" seems set Wreath for the General seems set for a click. The acting, particularly by Maurice Hedley, Lana Morris, Rona Anderson, James Villiers, and Patrick Cargill, was suitably tantalizing, and Julian Anyes provided a fine tension.

m Not made explicit, for ex-ample, was what caused the breach between the occupying powers that led to the famous airlift.

that led to the famous airlift. Visually there was some telling stuff, expertly edited, and the blame for any failure must be placed squarely at the door of Henry Fairlie who wrote and narrated. His (filmed) interviews with

FACE TO FACE With Gilbert Harding, John Free

man Producer: Hugh Burnett 30 Mins.; Sun., 9:45 p.m. BBC-TV, from London

Making its comeback to the fall schedules was the most searching interview program on British networks. And this time John Freeman, permanent inquisitor, did his probe so thoroughly that his subject, tv panelist and wiseacre Gibert Harding, almost broke down.

proved also that Freeman's depth sounding can sometimes strike an embarrassing note.

Hugh Burnett's direction relied, as before, on telling closeup and sometimes cruel profile. Freeman was largely unseen, and his interview was carefully planned to tear strips off his subject in relentless stages.

IMOTHY'S SECOND DIARY

really substantial, that he was of-fended by the color bar.

All the same, the program was arresting stuff, as it had to be when the Jennings film took up its greater part. Throughout, Rich-ard Attenborough acted as sincere, sympathetic interlinker, himself capturing that emotionalism that the post-picture conversations lacked and raising unanswered the bill of guestion that ought to have kind of question that ought to have been followed up: "Is comfort and money all that the Timothys, born in those terrible wartime days and young men, really need

SOMEONE WHO CARES
With Jess Conrad, Vivienne Martin, Joyce Blair, Lionel Blair
orch under Alan Yates
Producer: Douglas Moodie
Writers: Peter Myers, Ronald Cass
50 Mins.; Tues., 7:55 p.m.
BBC-TV from London

BBC-TV from London

The schmaltz rarely comes schmaltzier than in this play with music by revue writers Peter Myers and Ronald Cass. The plot had a shy teenage mouse admiring a rock "n' roll singer from afar, meeting him and discovering that he was " ordinary guy," relinquishing him and discovering that his fame made too many demands on his freedom, and re-accepting him gladly when he turned up declaring he couldn't live without her. What made this all the more squirmy was the cliche-ridden dialog.

Yet, inasmuch as such dialog sprang naturally from the lips of the characters, while the naive narrative had a certain unassuming charm, the feeling persisted that with smoother and rather more attentive production this would have emerged as a really engaging fairy-tale with some pungent comments on the lot of teenage idols.

As it was, the piece didn't entirely miss. Those comments were there, especially in the lyrics to the generally pleasant and tuneful numbers that were cleverly integrated into the story flow. Additionally Vivienne Martin as the mouse, gave a touching performance in appropriate vein, while Joyce Blair, as her pal and Lionel

The solves and rively was brisk and friendly. Arrol was brisk and friendly. A The schmaltz rarely comes schmaltzier than in this play with music by revue writers Peter Myers and Ronald Cass. The plot had a shy teenage mouse admiring a rock 'n' roll singer from afar, meeting him and discovering that he was " ordinary guy," relinquishing him on realizing that his fame made too many demands on

numbers that were cleverly integrated into the story flow. Additionally Vivienne Martin as the mouse gave a touching performance in appropriate vein. while Jovee Blair as her pal and Lionel Blair as the singer's manager contributed competently. Jess Contrad wasn't too impressive in the hero role, largely because the dubbing of some of his songs was intitatingly obvious.

IT'S A SQUARE WORLD
With Michael Bentine, Dick Emery,
Clive Dunn, Benny Lee, Frank
Thornton, Bruce Lacey, The
Square Seven
Producer: G. B. Lupino
30 Mins, Fri., 9 p.m.
BBC-TV from London
Comedity, Michael Bentine is

BBC.-TV from London
Comedian Michael Bentine is hailed as something of a wow by devotees of the any cult, but hitherto; attempts to establish him in wider popularity have flopped. That's not necessarily because he hasn't got what it takes The commerical web ABC-TV had a gallant go, but the network wouldn't take a chance and his programs were seen only in the Midlands and the North at a late hour. Now BBC-TV. TIMOTHY'S SECOND DIARY
With Henry Fairlie, Willi Brandt, others
Producer: Caryl Doncaster
Director: Graham Watts
Writer: Henry Fairlie
60 Mins., Wed. 9:35 p.m.
Associated-Rediffusion from London
Not even the most cold-war-constions Britisher could have realized that the temperature was so low
Little themperature was so low
Associated-Rediffusion's attempt to lanswer the question "Why is Berlin the flashpoint of East-West relations" came straight out of the leebox, and AR froze its fingers somewhat in the extracting.

TIMOTHY'S SECOND DIARY
With Richard Attenborough, Tome devotees of the any cult, but hith-erto; attempts to establish him in obevoteers of the any cult, but hith-erto; attempts to establish him in obevoteers of the any cult, but hith-erto; attempts to establish him in obevoteers of the any cult, but hith-erto; attempts to establish him in obevoteers of the any cult, but hith-erto; attempts to establish him in obevoteers of the any cult, but hith-erto; attempts to establish him in obevoteers of the any cult, but hith-erto; attempts to establish him in obevoteers of the any cult, but hith-erto; attempts to establish him in obevoteers of the any cult, but hith-erto; attempts to establish him in oblicar. Popularity have flooped that's not necessarily because he hasn't got what it takes The commercial web ABC-TV had a gallant go, but the network wouldn't take a chance and his programs were seen only in the Midlands and the sorth at a late hour. Now BBC-TV. however, has taken the plunge and is showing him off countryside in a skein of six shows, having been convinced by this one-shot, "It's A such as the Lord of the Treasury, the event and the commercial web ABC-TV had a gallant go, but the network wouldn't take a chance and his programs were seen only in the Midlands and the stronger and the convention of the post ware in the view of what it takes The commercial web ABC-TV had a gallant go, but the network wouldn't ake a chance and his programs were seen only in the Midlands and the convention of the po

blackened the East and blithely whitened the West, like characters in an oldfashioned melodrama, that it damaged its own case. Without making any plea for the Russians here, they surely had reason for bombarding Berlin in 1945; but the program painted them as ruthout such program painted them as ruthout cause. No reference was there as to Germany's own atroctties, and the wouldbe herrenvolk were depicted sympathetically as shivering, inconcent refugees.

Right from 1945 on, in fact, so the program led viewers to believe, Russia has been the West's grim enemy. This historical inaccuracy, for a start; fillustrates the determined slanting that marred the apparent blind hate that governed the program, some events were not sufficiently clarified for the lay-m. Not made explicit, for example, was what caused the breach

it as an aware film, he used them all to admirable effect.

Correctly, Bentine played his stuff absolutely straight. His collaborators in this spree followed suit. with Benny Lee singing a number from BBCTV's "Riverside Studios" up to the waist in water till attacked by a shark (they earried the shark by on a stretcher, next scene), and with Dick Emery, Clive Dunn and others serving a fast meal on an express-plus boat train that pulled up in Dover Harbor ("Back a bit." instructed Bentine, peering through a periscope), Production was fast, sure and polished.

#### Foreign TV Followup

Sunday Night at the Palladium sunday Night at the railfadum. Chief innovation of this "Sunday Night at the Palladium," from ATV, was the launching of a new emece. Bruce Forsyth, who's carried the chummy chore for the last three seasons, has left for a show of his own, scheduled for November 1981. or ms own, scheduled for Novem-ber. His job-filler, Don Arrol, ac-quitted himself smartly. Radiating less of a split-melon grin and rather more of a professional gagster, Arrol was brisk and friendly,

The show was bounced into be The snow was bonneed into be-ing by the Three Houes, a nimble juggling act. "Beat the Clock" was a test for Arrol, and he couldn't fill all the silences. Albert Locke's production was as able as ever.

#### GRANADA-TV WIDENS ITS EDUC'L SCHEDULE

London, Sept. 27. Granada TV Network, same as Granada TV Network, same as another commercial web, Associated-Rediffusion, and the BBC-TV, is widening the scope of its schools programs this fall. Outfit reports that more than 250 grammar schools in the north of England are

schools in the north of England are now equipped to watch its educational series.

"Discovery," science skein which figured in last year Granada schedule, is to continue with experts such as the Astronomer Royal featured in the 11 lectures. New series is "Inquiry," with speakers such as the Lord of the Treasury, the vice-chancellor of Leeds University and the deputy director of BBC-TV covering aspects of current affairs—in these three cases

# #1 IN SPONSOR RENEWALS FOR A 2nd YEAR SYNDICATION SERIES!

# 'MANHUNT'



Starring VICTOR JORY PATRICK McVEY

This fall MANHUNT will start its second year of first-run telecasting on over 160 stations—with a growing list of top regional and local advertisers, including: R. J. Reynolds, Ford, Jax Beer, Ralston Purina, L & M Cigarettes, Drewry's Beer, Miles of California, Kroeger Stores, Genessee Beer, Jacob Schmidt Beer, American Tobacco, Stag Beer and Amoco Gas.

Reason? In market after market where MANHUNT's fast-paced police-action drama was played, the time period ratings soared impressively. Take Mobile where the rating jumped from last year's 24.3 to 35.8... Pittsburgh: from 11.4 to 22.5... Fresno: from 15.7 to 24.3... Las Vegas: from 26.2 to 29.9... Charleston: from 25.5 to 31.5... Columbia, S. C.: from 34.0 to 46.4... San Francisco: from 16.4 to 23.5... South Bend: from 14.8 to 31.8... San Antonio: from 13.2 to 24.8... Davton: from 21.4 to 31.5... etc., etc., etc., etc., etc.

For details about the few choice market availabilities still remaining, call



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Variety's weekly tabulation, based on ratings furnished by American Research Bureau, highlights the top ten network shows on a local level and offers a rating study in depth of the top nine syndicated shows in the same particular market. This week nine different markets are covered.

In the syndicated program listings of the top nine shows, rating data such as the average share of audience, coupled with data as to time and day of telecasting competitive programming in the particular slot, etc., is furnished. Reason for detailing an

exact picture of the rating performance of syndicated shows is to reflect the true rating strength of particular series. Various branches of the industry, ranging from media buyers to local stations and/or advertisers to syndicators will find the charts valuable. Over the course of a year, ARB will tabulate a minimum of 247 markets. The results of that tabulation will be found weekly in Variety. Coupled with the rating performance of the top nine network shows on the local level, the Variety-ARB charts are designed to reflect the rating tastes of virtually every to market in the U.S.

BOSTON		STATIO	ONS: W	BZ, WHDH,	WNAC. S	SURVEY DATES: AUGUST 4-10, 196
TOP TEN NETWORK SHOWS RK. PROGRAM—DAY—TIME STA.	AV. RTG	TOP SYNDICATED  RK. PROGRAM—DAY—TIME S	PROGRA	MS DISTRIB.	AV. AV RTG. SH	
1. Gunsmoke (Sat. 10:00-10:30) WNAC 2. Esther Williams (Mon. 10:00-11:00) .WBZ 2. Untouchables (Thurs. 9:30-10:30) WHDH 3. Wagon Train (Wed. 7:30-8:30) WBZ 4. 77 Sunset Strip (Fri. 9:00-10:90) WHDH 5. Perry Mason (Sat. 7:30-8:30) WNAC 6. I've Got A Secret (Wed. 9:30-10:00) .WNAC 7. U.S. Steel Hour (Wed. 10:00-11:00) .WNAC 7. Price Is Right (Wed. 8:30-9:00) WBZ 8. Lawrence Welk's Dancing Party	39.3 38.5 38.5 32.5 30.4 30.2 30.0 28.0 28.0	1. Lock Up (Thurs. 10:30) W 2. U.S. Marshal (Sat. 10:30) W 3. Whirlybirds (Fri. 7:00) W 4. Border Patol (Wed. 7:00) W 6. Woody Woodpecker (Fri. 6:30) W 7. Death Valley Days (Fri. 7:00) W 7. Huckleberry Hound (Thurs. 6:30) W 8. Our Miss Brooks (Tues. 8:00) W	/NAC /NAC /NAC /NAC /NAC	CBS CBS CBS Kellogg U.S. Borax Screen Gems	4	7 Four Just Men WBZ 16 5 Death Valley Days WBZ 17 5 Wed Showcase WNAC 17 5 Steve Canyon WHDH 17 6 (News; Weather WBZ 17 6 Huntley-Brinkley WNAC 17 7 (News; Weather WBZ 17 8 Huntley-Brinkley WBZ 17 8 Huntley-Brinkley WBZ 17 8 Laramie WBZ 17 8 Laramie WBZ 17
DETROIT	27.0	8. Phil Silvers (Thurs. 10:30)	/BZ	.CBS	11.3 25.	URVEY DATES: AUGUST 4-10, 196
DEIROH				<del></del>		
1. Esther Williams (Mon. 10:00-11:00). WWJ 2. Gunsmoke (Sat. 10:00-10:30). WJBK 3. Spike Jones (Mon. 9:30-10:00). WJBK 4. Have Gun, Will Travel (Sat. 9:30-10). WJBK 5. Unionchables (Thurs. 9:30-10:30). WXYZ 6. Real McCoys (Thurs. 8:30-9:00). WXYZ 7. I've Got A Secret (Wed. 9:30-10:00). WJBK 8. US. Steel Hour (Wed. 10:00-11:00). WJBK 8. 77 Sunset Strip (Fri. 9:00-10:00). WXYZ 9. Rifleman (Tues. 9:00-9:30). WXYZ	40.8 35.1 30.5 29.3 28.9 28.7 24.7 24.6 24.6 24.0	1. Sea Hunt (Sat. 10:30) W 2. Manhunt (Fri. 10:30) W 3. Divorce Court (Tues. 7:00) W 4. This Is Alice (Thurs. 6:30) C 5. Panie (Mon. 9:30) W 5. Not For Hire (Sun. 10:30) W	JBK JBK JBK KLW WJ KLW	Ziv-UA Screen Gems Inter-State NTA UPS CNP Screen Gems	20.7 49.5 16.0 41.0 15.0 40.3 14.0 41.1 12.0 19.0 12.0 29.5 11.7 40.5	Michigan Outdoors
CLEVELAND	3	ŜTATI	ions: K	YW, WEWS	, wuw. s	URVEY DATES: AUGUST 4-10, 196
1. Untouchables (Thurs. 9:30-10:30) WEWS 2. Esther Williams (Mon. 10:00-11:00) KYW 3. 77 Sunset Strip (Fri. 9:00-10:00) WEWS 4. Gunsmoke (Sat. 10:00-10:30) WJW 5. Wagon Train (Wed. 7:30-8:30) KYW 6. U.S. Steel Hour (Wed. 10:00-11:00) WJW 7. Alfred Hitchcock (Sun. 9:30-10:00) WJW 8. Real McCoys (Thurs. 8:30-9:00) KYW 8. Alcoa Presents (Tues. 10:00-10:39) WEWS 9. Have Gun, Will Travel (Sat. 9:30-10)	37.5. 36.7 30.3. 29.0 26.6 24.2 23.0 22.7 22.7 22.0	1. U.S. Marshal (Fri. 10:30) W. 2. Grand Jury (Sat. 10:30) W. 3. Phil Silvers (Thurs. 10:30) K. 4. Ten 4 (Tues. 10:30) K. 5. Lock-Up (Sun. 10:30) K. 5. Lock-Up (Sun. 10:30) W. 6. Mike Hammer (Tues. 10:30) W. 6. Death Valley Days (Wed. 7:00) K. 6. Coronade 9 (Wed. 10:30) K. 7. Dial 999 (Sat. 10:30) W. 7. Bold Venture (Sun. 10:30) W.	YW YW YW YW EWS YW	NTA CBS Ziv-UA Ziv-UA MCA U.S. Borax	15.4 36.1 14.0 36.2 11.7 28.1 10.0 25.5 10.0 41.2	Project 20
MIAMI		STATI	IONS: V	VTVJ, WCKT	, WPST. S	URVEY DATES: AUGUST 4-10, 196
1. Esther Williams (Mon. 10:00-11:00). WCKT 2. Perry Mason (Sat. 7:30-8:30) WTVJ 3. Gunsmoke (Sat. 10:00-10:30) WTVJ 4. Have Gun, Will Travel (Sat. 9:30-10). WTVJ 5. Ed Sullivan (Sun. 8:00-9:00) WTVJ 6. Wagon Train (Wed. 7:30-8:30) WTVJ 7. Untouchables (Thurs. 9:30-10:30) WPST 8. Father Knows Best (Mon. 8:30-9:00) WTVJ 9. I've Got A Secret (Wed. 9:30-10:00). WTVJ 10. Rawhide (Fri. 7:30-8:30) WTVJ	4.5 39.3 36.0 33.7 32.9 31.0 29.3 29.0	1. Sea Hunt (Fri. 7:00) W 1. U.S. Marshal (Sat. 10:30) W 2. Shotgun Slade (Mon. 7:00) W 3. This Man Dawson (Sat. 7:00) W 4. Woody Woodpecker (Mon. 7:00) W 4. Huckleberry Hound (Thurs. 7:00) W 5. Rescue 8 (Wed. 7:00) W 6. Trackdown (Thurs. 7:00) W 7. Death Valley Days (Sat. 6:30) W 8. Lock-Up (Fri. 9:30) W	TVJ TVJ CKT TVJ TVJ	NTA MCA Ziv-UA Kellogg Screen Gems Screen Gems CBS U.S. Borax	24.0 78.2 23.3 50.7 21.7 54.7 19.0 40.0 19.0 47.1 14.7 33.6 17.3 43.0	Hollywood Spec. WCKT 15 Interpol Calling WPST 4 Woody Woodpecker WCKT 19 Vikings WCKT 14 Shotgun Slade WTVJ 23 Trackdown WTVJ 17 Manhunt WCKT 18 Huckleberry Hound WCKT 19 Movie 7 WCKT 1 77 Sunset Strip WPST 23
WASHINGTON		STATIONS: W	rc, wt	TG, WMAL,	WTOP. S	URVEY DATES: AUGUST 4-10, 1960
1. Esther Williams (Mon. 10:00-11:00). WRC 2. Gunsmoke (Sat. 10:00-10:30)	29.3 29.2 27.4 25.2 24.7 23.7 23.2 21.3	1. Woody Woodpecker (Wed. 7:00)	TTG TC TTG TOP TC TTG	Screen Gems. CBS Screen Gems Ziv-UA CBS CBS Screen Gems	15.7 52.9 11.7 42.0 10.7 43.3 10.4 42.1 8.7 33.8 8.7 29.7	Rescue 8 WTOP N.Y. Confidential WTOP Cannonball WTOP San Francisco Beat WTOP Vikings WRC Phif Silvers WRC Copter Patrol WTOP { 6:30 News Spotlite WTOP } News: Cronkite WTOP Milt Grant WTTG 3
SAN FRANCISCO		ŜTATIC	ONS: W	TVU, KRON,	KPIX, KGC	D. SURVEY DATES: JUNE 1-7, 1960
1. Wagon Train (Wed. 7:30-8:30) KRON: 2. Father Knows Best (Mon. 8:30-9:00). KPIX 3. Red Skelton (Tues. 9:30-10:00). KPIX 4. Ed Sullivan (Sun. 8:00-9:00). KPIX 5. Summer On Ice (Thurs. 9:30-10:30). KGO 6. 77 Sunset Strip (Fri. 9:00-10:00) KGO 7. Gansmoke (Sat. 10:00-10:30) KGO 8. Cheyenne (Mon. 7:30-8:30) KGO 9. Danny Thomas (Mon. 9:00-9:30) KPIX 10. What's My Line (Sun. 10:30-11:00). KPIX	29.8 29.3 28.8 28.2 27.7 26.5 26.2 26.1	1. San Francisco Beat (Sat. 7:00) K 2. Divorce Court (Sat. 6:00) K 3. Death Valley Days (Sat. 10:30) K 4. Manhunt (Tues. 6:30) K 5. The Honeymooners (Mon. 6:30) K 5. Tombstone Territory (Mon. 7:00) K 6. Cannonball (Mon. 7:00) K 7. You Asked For It (Thurs. 7:00) K 8. Rescue 8 (Wed. 6:30) K 9. Huckleberry Hound (Wed. 6:30) K	RON PIX RON RON GO TVU RON	KTTV U.S. Borax Screen Gems CBS Ziv-UA ITC Cr'sby/Br'wn Screen Gems	19.7 57.6 18.2 59.3 15.6 60.2 12.9 46.9 12.9 30.4 12.6 30.4 12.3 39.2 11.0 38.1	Meet Your Giants

#### **TOLEDO**

STATIONS: WTOL, WSPD. SURVEY DATES: JUNE 1-7, 1960.

	The state of the s	<u> </u>
1. Red Skelton (Tues. 9:30-10:00)WTOL	47.1   1. Three Stooges (MonFri. 6:30)WTOL Screen Gems 15.1	53.5 Deadline (MonFri.) WSPD 10.8
2. Gunsmoke (Sat. 10:00-10:30)WTOL	40.0 2. Huckleberry Hound (Thurs. 6:00)WSPD Screen Gems 14.0	39.2 Big Show WTOL 15.4
3. The Rebel (Sun. 9:00-9:30) WSPD	32.5 3. Johnny Midnight (Thurs. 10:30) WSPD MCA 12.9	31.6 Sid Caesar WTOL 15.4
4. Danny Thomas (Mon. 9:00-9:30)WTOL	32.3 3. Phili Silvers (Fri. 8:30)	28.0 Major League Baseball . WSPD 19.0
5. Untouchables (Thurs. 9:30-10:30) WSPD	12.5	35.3 Watch With Ward WTOL 13.3 34.2 Landmark Jubilee WSPD 14.3
6. Real McCoys (Thurs. 8:30-9:00) WSPD	31.5 5. Leck-Up (Sat: 7:00)	34.2 Landmark Jubilee WSPD 14.3 42.1 Big Show WTOL 11.7
6. Garry Moore (Tues. 10:00-11:00)WTOL		Gray ChostWTOL 4.3
	31.4 6. Tombetone Territory (Mon. 7:00) WSPD Ziv-UA 10.7	33.3 Watch With Ward WTOL 17.1
7. Father Knows Best (Mon. 8:30-9:00)WTOL		CBS News-D. Edwards . WTOL 15.7
8. I've Got A Secret (Wed. 9:30-10:00) WTOL	29.6 7. Grand Jury (Thurs. 7:30)	37.8 Manhunt
9. Welk's Dancing Party (Sat. 9:00-10) WSPD	A STATE OF THE PROPERTY OF THE	212 Lassie WTOL 37.9
(2) (1) (1) (2) (1) (2) (1) (2) (1) (2) (2) (2) (2) (2) (2) (2) (2) (2) (2	(Continued on Bogs (C)	



ANOTHER OF THE GREAT WARNER BROTHERS "FILMS OF THE 50's" FROM SEVEN ARTS



SEVEN ARTS ASSOCIATED CORP.

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a Star is Born

## Report Danny Seymour Moving Up At JWT as Strouse Seeks TV Aide -On Other Madison Ave. Fronts

There are persistent trade reports that the recent changes in top management at J. Walter Thompson agency will be followed by major changes in the ty programming department.

Word is that tv topper Dan Seymour will be upped to a policy post while continuing to supervise the activities of the agency. But his upper-echelon duties will require hiring of an operational head of the VNT ty dent hiring of an ope the VNT tv dept.

It's known that JWT's new chairman, Norman H. Strouse (who took over for retiring Stanley Resor), has been quietly shopping the Madison Ave. market for a program VIP, with the scuttlebut indicating the choice is anybody's guess at this point. Seymour would of course continue with a lot of tive side. Strouse's search has been a limited one thus far and there's a good chance that he may decide to promote from within, as against hiring from the outside.

Agency's loss of two major ac-

against hiring from the outside.

Agency's loss of two major accounts this year (Gulf and American Home Products) has been a prime unsettler, but Thompson also has had some tv program problems. Lever Bros. is reportedly upset by the joggling it's taken on the nighttime web program lineup (a situation that involves the soap firm's other agencies as well as Thompson: Foote, Cone & Belding; Ogilvy, Benson & Mather; and Kenyon & Eckhardt). When "Father Knows Best" quit production, JWT failed to find a replacement suitable to both client and CBS-TV, thereby losing a valuable Monday night time slot ("Bringing Up Buddy" went in by whe edict with Lever declining laternate buy.)

Then there was the spring hassle

buy.)
Then there was the spring hassle on Lever's bankrolling of the weekly Jack Benny show after last season's buy of the web's Benny-Gobel spread, with CBS this year double-contracting on the Sunday time ordered by Lever. (Lever also encountered a Saturday night shakeup on CBS with the demise of "Mr. Lucky" (D&&M, winding up with an alternate third of web choice "Checkmate.")
Otherwise, in a rough program-

Otherwise, in a rough programming year, JWT had the ill-starred "Ford Startime," ranking disappointment in a disappointing year of specials. And, as a programming of specials. And, as a programming onlooker elsewhere put it, there can be no joy at Kraft over Perry Come's longterm "they've got him forever") contract, what with the disappointing showing by Come in the Wednesday night Kraft spot on when the contract of the contract

Current Iull before the Nielsens may have most of Madison Ave.'s program dopesters on the verge of the vapors, but it's strictly a game at Cuningham & Walsh.

at Cuningham & Walsh.

Agency staffers James Ducey and Frank Martin are conducting C&W's second annual "Rate the TV Shows" contest with prizes of \$100, \$35 and \$15 to contestants who come closest to picking top five raters among the 36 web shows preeming this fall. Rating source the prize will be the Nicken for winners will be the Nielsen pocket-piece of Nov. 2.

are contributing Entrants ich to the pool, payable at a buck week.

Psyches Here and There

Harry Henry, managing director McCann-Erickson's London reof McCann-Erickson's London re-search branch, Marplan Ltd., says.
"It has now come to very widely recognized in Europe that, in doing multi-country studies, if you want comparable answers you may have to ask very dissimilar questions. This applies even in relation to clearly-observable facts; it applies with far greater force in the field of psychological market investiga-tion."

Statement was made at a talk this week before a "consumer ses sion" of the Sixth Annual Confer-

must be appropriate to the linguis-tic and cultural circumstances in which they are to be applied."

Travelers-Y&R on Record
Travelers Insurance, via Young
& Rubicam, is issuing a disk with
voices of presidential candidates
back to the time of Benjamin Har-

Recorded voices are from the col-Recorded voices are from the col-lection of Travelers prexy J. Doyle DeWitt. On record are the voices of William Jennings Bryan, Wil-liam Howard Taft, Coolidge, Teddy Roosevelt, FDR and the present candidates Nixon and Kennedy.

Record was cut in connection ith Traveler's sponsorship of with Traveler's sponsorship
"The Right Man," CBS-TV "The Right Man," CBS-TV campaign special scheduled for Oct. 24. Y&R says no commercial use is being made of the disk, but it will be distributed for educational purposes.

will be distributed to educationary purposes. Changes: Douglas R. Hathawa director: of media and with the agency since 1937, retires from J. M. Mathes. Alvin. R. Kracht, formerly associate director of me-dia, takes over and is named a vee-

formerly with BBDO & Benton &

Bowles.

New Bla: Sloan's Liniment and Balm to Lambert & Feasley.

Minneapolis-Honeywell, International Division, to BBDO. Account was with Gotham-Vladimir, Chi-

#### With the Station Reps

Briefs: Radio Advertising Bureau and Highee's department store in Cleveland will extend their joint study of radio's retail ad pull for another six months... Mort Bas-sett, formerly exec veepee and a partner in Forjoe, has joined Broadcast Time Sales as exec vee-pee... William B. Peavey has been named West Coast manager for Adam Young Teuevision with HQ in the San Francisco office. He was a senior account executor

Spotlight: Roman Products is Spottign: Ro man Products is launching saturation tele cam-paign via Smith-Greenland for Frozen Roman Pizza, Roman Ravi-oli and other frozen Italian foods. Opening phase will be a seven-week flight of spots in New York and Philadelphia,

#### **London Agencies**

J. M. Mathes. Alvin R. Kracht, formerly associate director of media, takes over and is named a veepe.

John F. White Jr. and Ed A. Leary join Grant as account supervisors. White was with McCann-Erickson as administrative manager. Leary was creative and merchandising director of Perrin-Paus, Chicago.

A. E. (Gene) Staley III, formerly with Dancer-Fitzgerald-Sample, joins Arthur Myerhoff Assoe's as marketing director next month. Randy Grochoske, formerly with Y&R; joins Guild, Bascom & Bonfigli, San Francisco, as tv ard director. Harold Balk, formerly with Gumbinner, joins GB&B's New York office as an account exec.

Ogilvy, Benson & Mather's associate, assoc. art director A. M. Wavpotich has been elected a veepee. account men at OB&M are Robert Savage, formerly of P&G; James Fisher, formerly with McCann - Erickson; and John Thomas (as a senior account exec).

## **Inside Stuff—Radio-TV**

Appointment of John W. Gallivan as publisher of the Salt-Lake Trib-une one week after the death of 72-year-old John F. Fitzpatrick may mean a "new look" at television coverage at the intermountain west's largest daily. Tribune, with 100,000 daily and 180,000 Sunday circu-lation, lists tv and radio programs carefully, and runs a weeklong listing in its Sunday magazine. However, while rival Deseret News has a well-read column by critic Howard Pearson Tribune has only run a boiled-down version of New York Times criticism, leaving local cov-erage to Pearson.

a boiled-down version of New York Times criticism, leaving local coverage to Pearson.

However, Tribune has long had a sizeable fiscal interest in television, and at one time owned a piece of KALL radio. Tribune's chief to interest is the 35% of KUTV owned by Kearns-Tribune Corp. In addition, Kearns-Tribune, (the Kearns family firm which owns newspaper, real estate, mines, natural gas wells) also has some interest in television relay and antenna systems in Elko, Nev., parts of Idaho and Montana. Gallivan, named publisher this weekend, was Kearns-Tribune business manager and served as liaison with KUTV's president and principal owner, Abe Glassman publisher of the Ogden Standard Examiner. Gallivan, officially secretary-treasurer of KUTV, has long been regarded as the most progressive member of Tribune's top echelon, vis-a-vis television and radio. Rumors concerning a Tribune television column are already about, with Bob Halliday of paper's Sunday staff likely to get nod.

A new closed-circuit experimental electrical engineering course began last week at U. of Wisconsin in Madison. Two classes will receive the closed-circuit course in Milwaukee. One class meets on campus at U. of Wisconson-Milwaukee, the second at the Oak Creek plant of AC Spark Plug Division of General Motors, while the third meets on campus at U. of Wisconsin in Madison.

Utilizing the facilities installed by Wisconsin Telephone Co., and U. of Wisconsin radio station WHA, all students will have opportunity of questioning professors relative to class lectures. Course, affording three credits, is slanted to beginning graduate students and advanced graduate students. Students pay the regular course fee.

Kurt F. Wendt, dean of U. of Wisconsin College of Engineering, indicated this initial closed-circuit class instruction might, greatly affect future utilization of tv for instruction of technical courses, as well as directly on job locations in Wisconsi

Seven broadcasters have been named to the FM Radio Committee of National Assn. of Broadcasters. Chairman will be Everett L. Dillard, WASH-FM, Washington. Other members: Raymond S. Green, WFLN-FM, Philadelphia; Michael R. Hanna, WHCU-FM, Ithaca, N. Y.; Merrill Lindsay, WSOY-FM, Decatur, Ill.; Richard Mason, WPTF-FM, Raleigh, N. C.; Fred Rabell, KITT, San Diego; and Harold Tanner, WLDM-FM, Detroit.

canada's most ambitious educational to teaching project to date the sixth Annual Conference of the Advertising Research Foundation in New York.

"Although the same basic approach to psychological research is valid throughout the whole of the western world, said Henry, Russian words in simple reading or conversation. For U. of Toronto, "the actual research instruments used in any particular country" with tutorial studies and reading.

## **TV-Radio Production Centres**

wife of KPIX general manager Lou Simon, broke her foot , . . Included among the three new directors of ETV's KOED is Robert Lurie, son of Frisco capitalist Louis Lurie. Other new directors are Mrs. Allen E. Charles and Lowell M. Clucas . . "Brother Buzz," a Ralph Chesse puppet segment, moved over into KTVU's orbit . . . WBKB's Sterling C. Quinlan due in Frisco Thursday (29)—and, meanwhile, KGO-TV sales manager Russ Coughlan takes off for a series of Chicago and Manhattan presentations.

#### IN LONDON . . .

Nancy Wickwire in from America to cast-lead BBC-TV's version of Eugene O'Neill's "Moon For The Misbegotten." skedded for Oct. 27 airing ... Minister of Education Sir David Eccles, suggested last week that adult education to programs be aired Saturday mornings ... Odhams Press, major publishing house forms Odlams Press (Radio and Television) as a preparatory move should commercial sound radi come in .. Shirley Bassey now definite for Sunday's (2) Palladium Show on Associated TéleVision ... Eartha Kitt tops the bill in BBC's Light. Program steam show "London Lights" Oct. 12 ... "Parade." Alan Melville's upcoming 13-week show biz skein for BBC-TV which starts Oct 5, will be the first series for orchestra director Harry Rabinowitz since he joined the television service ... Associated-Redifusion presents an eight-part serialization of A. J. Cronin's "The Citadel" after "The Mystery of Edwin Drood," starting tonight 128, ends its eight-week run ... Third series of six "Spy-Catcher" stories starts on BBC-TV Tuesday (4) ... Manufacturers' sales of tv sets in Julywere at 115,000 down from July, 1959, by 40% ... "Cry From The Depths," play by David Turner which won a Cheltenham Festival contest, is to be aired by BBC-TV. Eugene O'Neill's "Moon For The Misbegotten." skedded for Oct. 27

Joe Levine, news and film director WHDH-TV, has added Tony Lupo, former WCCM, Lawrence, Mass. radio news director, to his expanded tv news staff, which now includes: Phil Cogswell, Jim Harrington, Bob Ruttenberg, news editors and reporters; John Davin, Joel Goldberg, Jack Cryan, photogs ... Matt Connolly, Jr., promoted from film ed to director-producer at WHDH-TV; film shipped Dick Molinari upped to replace Connolly as filmed, with Bill Burke moving in from mail room to replace Molinari ... WBZ Radio's Carl deSuze back from trip to Congo and presenting his films and talkalong, "Africa: Giant at the Door," at John Hancock Hall Thursday (29) ... Sherm Feller, vet Hub dir's jock, back on the air at Nelson Noble's WILD WJAR radio, Providence, appoints Stan Lipp, former program director of WMBH, New Bedford, as program director ... Ed Pearle, WBZ press director, back from California where, he visited LA, and Westinghouse in San Francisco ... Nate Freedman, former newsman at WHIL, Medford, to WBZ as mobile news reporter.

#### IN PHILADELPHIA

#### IN ST. LOUIS

To provide greater spot news coverage, KTVI has signed an agreement with Mississippi Valley Helicopters, Inc., for a standby alert service. . KMOX-TV will telecast the six regular-season away-fromhome games of the new St. Louis Football Cardinals, with Jack Drees and Terry Brennan as the announcing team. . Jack Buck, sports director for KMOX Radio, signed by ABC to handle the play-by-play telecasts for the newly-formed American Football League Boyd Fellows new program manager of KETC, educational tv station. . King Richard, KWK deejay, now emeeging Friday night dance hops at Club Imperial . . . WIL deejays plugging their shows in special tv comedy commercials on KPLR.

#### IN DETROIT

Vet WJBK-TV personality Sagebrush Shorty heads for California, with Don Hunt, billed as "B'wana Don," replacing him on the early morning "Felix the Cat" show. Cosmetologist Rose Laird and WXYZ-TV's Rita Bell will combine for a five-minute Monday at 10:10 a.m. show, "Your Skin Is You" on WXYZ-TV. ... Bill Michaels, veepee and general manager of WJBK-TV, was chairman of the National Assn. of Broadcasters' Videotape Usage Committee's meeting in Washington early this week to study the establishment of production and playback standards for videotape ... WWJ-TV, adding a second exercise show, "The Debbie Drake Show" at 1 p.m. every. Saturday and Sunday. It will continue the "Ed Allen Show" across-the-board from 9:30 to 9:55 a.m. ... WXYZ-TV will introduce its "Play of the Week" show at 11 p.m. Saturday (1) with Anton Chekhov's "The Cherry Orchard," an NTA production starring Helen Hayes, Susan Strasburg, E. G. Marshall and John Abbott ... "Lock Up," starring MacDonald. Carey, begins its second year in the 7 p.m., Tuesday-spot on WWJ-TV

#### IN PITTSBURGH

WTAE threw its annual shindig at the station. Thursday (22) for the ad agencies and the press. One studio was converted into a cave with girls dressed in leopard skin romping around to promote the upcoming "Flintstones." In another room, a speakeasy room was built to remind the guests of the new "Roaring Twenties." It was a lavish affair with most of the community's dignitaries and the station tab was around \$15,000 . . . "Beat the Experts." quiz show that was just catching on here, failed to find a sponsor and WIIC dropped it. The magic combination of KDKA-TV and the Variety Club brought in another \$100,000 to Variety Club charities in a telethon over the past weekend . . While here for the telethon, Raymond Burr told Win Fanning, the Post Gazette tv writter, that he is doing everything in his power to get William Talman back on the "Perry Mason" series . . . . David Crants has been named the new promotion head at WTAE, succeeding Gregory Van Camp . . . Ed Young will produce and Tom Borden will direct the United Fund telecast for WTAE which will feed the show to KDKA-TV and WIIC. . The show, on Oct. 3, will be from the stage of the Penn Theatre and stars tentatively set are Pearl Balley, Jane Promain; Leany Bruce, the Trenlers, Everty James, Teresa Brewer and two acts, not yet named, from the Lawrence Welk show.

#### This year more than ever

New York audiences are watching network quality entertainment every night on WPIX-11; the prestige independent.

Advertisers are selling with minute commercials in this "network atmosphere" during prime evening hours!

No other station provides this kind of selling opportunity in New York — Prime Time Minutes in so many good looking programs.

# the prestige independent with network programming!

M SQUAD AIR POWER MAN AND THE CHALLENGE MIKE HAMMER MEN INTO SPACE HIGH ROAD HOW TO MARRY A MILLIONAIRE SAN FRANCISCO BEAT THIS MAN DAWSON TARGET NEW YORK CONFIDENTIAL DECOY MEET McGRAW INVISIBLE MAN STATE TROOPER YOU ARE THERE TRACKDOWN SILENT SERVICE YOU ASKED FOR IT MR. ADAMS AND EVE THE HONEYMOONERS SHOTGUN SLADE NAVY LOG **BOLD VENTURE** JEFF'S COLLIE WHIRLYBIRDS THE CALIFORNIANS **BOLD JOURNEY** AND MANY MORE where are

where are your 60-second commercials tonight?



**50** 

# VARIETY-ARB FEATURE CHART

VARIETY'S weekly feature chart, based on ratings furnished by American Research Bureau, covers one market. Each week the 10 top rated features for the one market will be listed.

Factors which would assist distributors, agencies, stations and advertisers in

will be listed.

Factors which would assist distributors, agencies, stations and advertisers in determining the effectiveness of a feature show in a specific market have been included in this Variety chart. Listed below is such pertinent information regarding features as their stars, release year, original production company and the present distributor included wherever possible along with the title. Attention should be paid to such factors as the time and day, the high and low ratings for the measured

feature period and share of audience, since these factors reflect the effectiveness of the feature and audience composition, i.e., a late show at 11:15 p.m. would hardly have any children viewers, but its share of audience may reflect dominance in that time period. In the cities where stations sell their feature programming on a multi stripped basis utilizing the same theatrical throughout the week a total rating for the total number of showings for the week is given, the total rating not taking into account the duplicated homes factor. Barring unscheduled switches in titles the listed features for the particularly rated theatrical filmed show are as accurate as could be ascertained.

## SALT LAKE CITY

STATIONS: KUTV-TV, KCPX, KSL. SURVEY DATES: MAY 3-9, 1960.

				AVERA			AVERAGE	CHAMON NO.
то	P TEN FEATURE FILMS	RUN	TIME SLOT	RATING	HIGH	LOW	SHARE	STATION RTG TOP COMPETITION AV.
1.	"THE ACCUSED"— Loretta Young, Robert Cummings, Wendell Corey; Paramount; 1948; MCA	Ist Run	Kennicott Theatre Fri. May 6 9:00-11:00 p.m. KUTV-TV	17.7	18.0	17.3	35.8	Royal Wedding   KCPX   21.4
	"AND NOW TOMORROW"— Loretta Young, Alan Ladd, Susan Hayward, Barry Sullivan; Paramoung 1944; MCA	1st Run	First Security Theatre Mon. May 9 9:30-11:15 p.m. KUTV-TV	16.9	20.0	8.7	44.6	Cannonball         KSL         15.3           News: News; Weather;         KCPX         20.0           Sports         KCPX         10.0           Mike Hammer         KCPX         10.0
3.	"DR. CYCLOPS"— Albert Decker, Jancie Logan, Thomas Coley: Paramount; 1940; MCA	1st Run	Academy Theatre Thurs May 5 9:30-11:15 p.m. KUTV-TV	15.4	23 3	8.7	40.0	M Squad         KCPX         26.0           News: News: Weather;         KCPX         26.0           Sports         KCPX         26.0           Adv. In Gardening         KCPX         5.0
4.	"BRIDE CAME C.O.D."— James Cagney, Bette Davis; Warner Bros.; 1941; UAA	Repeat	Academy Theatr Tues. May 3 9:30-11-15 p.m. KUTV-TV	13.9	23.3	9.3	35.9	Garry Moore         KSL         22.0           News: News; Weather         KCPX         22.4           Sports         KCPX         22.4           Pioneer         KCPX         6.7
5.	"MONSIEUR BEAUCAIRE"— Bob Hope, Joan Caulfield; Paramount; 1946; MCA	1st Run	Paramount Theatre Sun. May 8 9:30-11:00 p.m. KSL-TV	9.5	18.0	6.7	28.2	Sea Hunt         KUTV         19.3           News; Weather; Sports         KCPX         14.9           Masterpiece Theatre—         Philadelphia Story (Repeat)         KCPX         5.7
6.	"ADVENTURE"— Clark Gable, Greer Garson; MGM; 1945; MGM-TV	1st Run	Weekend Theatre Sat. May 7 10:30-12:00 p.m. KCPX-TV	7.1	9.3	6.0	38.4	News:         Sports         KSL         10.7           Sat.         Theatre—Five Graves         6.0           To.         Cairo         KSL         6.0           Mystery         Mansion—The Invisible Ray         Repeat)         KUTV         5.2
7.	"PROUDLY WE HAIL"— Claudette Colbert, Paulett Goddard, Veronica Lake; Paramount; 1942; MCA	1st Run	Channel 2 Presents Wed. May 4 10:30-12:30 a.m. KUTV-TV	6.5	8.7	4.0	38.9	Coronado 9         KCPX         10.7           Jack Paer Show         KCPX         7.3
8.	"FIVE GRAVES TO CAIRO"— Franchot Tone, Anne Baxter; Paramount; 1943; MCA		Sat. Theatre Sat. May 7 10:45-12:00 p.m. KSL-TV	5.0	6.0	4.7	29.9	Weekend Theatre— "Adventure" (1st Run)KCPX 6.7
9.	"SCARLET STREET" Edward G. Robinson. Joan Bennett, Dan Duryea; Universal; 1945; Screen Gems	Repeat	Two On the Isle Fri. May 6 11:00-12:45 a.m. KUTV-TV	4.3	8.0	1.3	37.7	Jack Paar Show KCPX 5.7
10.	"THE INVISIBLE RAY"— Boris Karloff; Universal; 1936; Screen Gems	Repeat	Mystery Mansion Sat. May 7 11:00-12:45 a.m. KUTV-TV	4.3	6.Ò·	0.7	33,1	Weekend Theatre— "Adventure" (1st Run) KCPX 6.2

#### DETROIT

STATIONS: WJBK, WWJ, WXYZ, CKLW. SURVEY DATES: MAY 3-9, 1960.

1. "CLOAK AND DAGGER"— Cary Cooper, Lilli Palmer; RKO: 1946		Kennedy Showtime Sun. May 8 1:00-3:30 p.m. CKLW-TV	11.3.	12.0	10.7	52.3	Hollywood Showcase— "She Wore a Yellow Ribbon" (Repeat)
"FOUR MOTHERS"— Priscilla Lane, Jeffrey Lynn; Warner Bros.; 1941; UAA		Aillion \$ Movie Sun. May 8 3:30-5:30 p.m. CKLW-TV	10.1	10.7	- 9.3	50.8	Sunday Mati WWJ 2.0 Tournament of Champions WWJ 4.9 Matty's Funday Funnies WXYZ 9.7
3. "THEY LIVED BY NIGHT"— Farley Granger, J. C. Flippen, Kathy O'Donnell; RKO; 1949; C&C Films		ghtwatch Theatre Sat. May 7 11:15-1:00 a.m. WJBK-TV	8.6	15.3	6.0	38.9	Starlight Theatre—"Thirty Seconds Over Toyko"CKLW 8.0 Sat. Nite MovieWWJ 4.0
4. "THIRTY SECONDS OVER TOKYO"— Van Johnson, Robert Walker: MGM; 1944: MGM-TV		tarlight Theatre Sat. May 7 0:30-12:15 a.m. CKLW-TV	7.5	8.7	6.0	18.7	Sea Hunt
5. "SHEPHERD OF THE HILLS"— John Wayne, Betty Fields; Paramonat; 1941; MCA		ghtwatch Theatre Tues. May 3 11:15-1:15 a.m. WJBK-TV	7.2	14.0	5.3	50.7	Weather; Sports
5. "WAKE ISLAND"— Brian Donlevy, Robert Preston; Paramount: 1942; MCA	Repeat	Early Show Wed. May 4 5:00-6:30 p.m. WJBK-TV	7.2	8.0	6.7	30.8	American Bandstand         WXYZ         7.7           George Pierrot         WWJ         7.0           Jim Bowie         WWJ         7.4
6. "EAST OF THE RIVER"— John Garfield, Brenda Marshall; Warner Bros.; 1840; UAA		fillion \$ Movie Mon. May 9 7:00-8:30 p.m. CKLW-TV	6.7	6.7	6.7	11.8	Tombstone TerritoryWXYZ22.7 CheyenneWXYZ29.2
7. "CHICAGO DEADLINE"— Alan Ladd, Qonna Reed; Paramount; 1949; MCA		whitwatch Theatre Wed. May 4 11:15-1:15 a.m. WJBK-TV	5.8	· 7.3	2.7	38.7	Weather; SportsWWJ14.7 Jack Paar ShowWWJ 6.5
8. "SHE WORE A YELLOW RIBBON"— John Wayne, John Agar, Joanne Dru, Van Johnson; RKO; 1949; C&C Films		llywood Showcase Sun. May 8 1:00-3.45 p.m. WJBK-TV	.5.7	6.7	2.0	27.0	Bill Kennedy Showtime—
9. "TORPEDO ALLEY"— Mark Stevens, Borothy Malone; RKO; 1953; M&A Alexander		fillion \$ Movi Fri. May 6 7:30-9:00 p.m. CKLW-TV	5.5	6.0	5;3	11.0	Rawhide         WJBK         16.7           Royal Wedding         WWJ         17.7           Masquerade Party         WWJ         16.9

# WHO IS HEP

He is known only by his pipe and raincoat... He is the man who holds Europe's most exciting secrets...

B.B.C. tv studios are studying this man, patterning him to a series which will have sensational impact...wno is he?

MILLIONS WILL FIND OUT FROM THE STUDIOS OF ...



BBCt

HE WORLD'S SEN'OR T.V. BROADCASTING SYSTEM

THE BRIMEN BROADCASTI CORPORATION
TELEVISION CENTRE - LONDON W.I.I - ENGLAND
SIGNIFIH AVENUE - NEW YORK IN - N.Y.

TV-FILMS

By HAROLD MYERS

London, Sept. 27.

BBC-TV has gone commercial. Not in the sense that it is accepting advertising or that it is changing the format of its programs. It simply has realized the commercial value of the material in its yoults.

Until April of this year, overseas sales of BBC programs was as on me what haphazard operation undertaken by the corporation's External Services. On April 1 last, the corporation announced the formation of BBC-TV Promotions, which, in a standard commercial operation, would have been a wholly-owned subsidiary company. This division, which is under the command of Roland Waldman with the title of general manager, is responsible for all BBC commercial and husbases. command of Roland Waldman with the title of general manager, is re-sponsible for all BBC commercial and business operations, partic-ularly buying and selling of pro-grams and the organization of coproduction.

production.

Under Waldman are five departmental heads: Greeve Delstruther, who returned from four years in New York last week ito head the sales division, with Sandy Callum as his assistant; Gordon Smith, responsible for purchasing; John Grove in charge of business; and Peter Tyrrell, the conscription manager. The fifth departmental head will be responsible for coproduction and will be the equivalent of executive prothe equivalent of executive producer. This appointment will be made as and when required and will not, unlike the others, be a

BBC programs.

Under the new setup, the BBC intends to intensity its coproduction plans, both electronically and on film. The first electronic series, based on George Simenon's "Inspector Maigret," is already in active production, and the first five hour-long episodes have been completed. The skein will run to a minimum of 26 and may possibly go to 39 segments. By viftue of the economics of electronic production - the costs are about 25% of those for the film - such series are not dependent on U.S. sales to return a profit. Indeed, they can return their investment with a comparatively few foreign sales.

Coproduction on film, however,

comparatively few foreign sales.
Deli four
Coproduction on film, however,
will, for the time being at any rate,
be undertaken by the BBC in colistant;
istant;
ist

will not, unlike the others, be a permanent arrangement.

In the year before the advent of BBC-TV Promotions when sales were handled by External Services, 500 BBC origination programs were sold overseas. Business has Improved 120% in the first quarter of the new operation, and that was be or or the division was fully staffed and was truly underway. Indeed, it will not be at full throttle until about the end of this year.

The first quarter's returns show that deals were made in 20 foreign markets including the U.S., Canada, Japan, Australia, New Zealand, Rhodesia, Italy, Germany and several Scandinavian territories, and among the programs sold were "Spy Catcher," as sold were "Spy Catcher," and awais and amount of material. The latter has been bought in the U.S. Two BBC vidpic series, "The Third Man" and "R.C.M.P.," were already on view in the United the desired as permanent of the performance of the permanent of the same time for the lunc for the lunc for the lunc flotter and the stating factor and its electronic facilities, which it claims to be the best in the world. Its converters can operate to any standard and its kinescopes have already been accepted in the United States as having superior quality. A special feature of Waldman's department is the provision of facilities to the United States. It provided them, earlier in the year, which was produced in London, and earlier this month with two Eleanor Roosevelt "Prospects of Mankind" programs Normal BBC bolicy is for these facilities to be made available for programs which acconsidered suitable for transmission over its own web.

With the amount of material on latter has been bought in the U.S. hand and which will constantly be station's show. Runci hard on the hopper, Waldman and on KNXT-TW geles outlet, and the provision and the sum of the provision facilities will be like Taft, and the first quarter's can operate to any standard and its kinesco

the world. Unlike the American the world. Unlike the American networks, which produce only a fractional part of their own programming. BBC-TV, is responsible for producing 90% of its shows. Existing BBC offices throughout the world will be reinforced by special sales staffs and, where necessary, distribution agents will be appointed to handle selected territories. The first such agency has been appointed in Japan, has been appointed in Japan

## **5 Union Heads Renew United** Front' Talks

For the second time in less than two months, leaders of several diverse television unions sat down to talk about a united labor front. The bosses of IATSE, AFTRA, IBEW and Directors Guild of America met last week in N. Y. with NABET hosting.

All of the five unions have All of the five unions have industry negotiations due within the next six months. IBEW, NABET and AFTRA (along with probable co-negotiator SAG) have major pacts to dicker with the networks. AFTRA's is in the late fall. IBEW and NABET meet the webs sometime before February.

time before February.

1A was repped by Richard Walsh, international president. Walsh could not attend the meeting held under AFTRA auspices last July in Washington, D. C., because his union was having a convention at the same time. But he was present for the luncheon meeting at the Hotel Taft, along with host, George Smith, who is his NABET counterpart; AFTRA exec secretary Donald Conaway; IBEW radio-ty director AI Hardy, and DGA exec secretary. Nicky Burnett.

"All parties present." said a

tary. Nicky Burnett.

"All parties present." said a NABET spokesman, "Indicated their desire to work together and present a united labor front in their future dealings with the broadcast industry and in legislative matters affecting employment in the industry."

St. Louis — Alex Runciman, socialogist and tv newsman, has joined KMOX-TV as a producer on special public affairs projects and the station's "Eye on St. Louis" show. Runciman was producer and narrator of "Television Journal," a series covering varied subjects on KNXT-TV, CBS-owned Los Angeles quilet.

## TAM's Top 10 in Britain

(Week Ending Sept. 18)

Producer	Contractor	Homes Viewing (000's)
1. No Hiding Place	AR	6,534
2. The Arthur Haynes Show		
Take Your Pick	AR	6,031
4. Television Playhouse (The New Ma	n)AR	5,931
Emergency-Ward 10 (Friday Sept.	16) .ATV	5,931
6. Val Parnell's Sunday Palladium S	how .ATV	5,830
7. Armchair Theatre	da.	
(A Heart and a Diamond)	ABC	5,529
(A Heart and a Diamond)  8. Knight Errant Limited	GRANADA	5,428
The Larkins		
10. 77 Sunset Strip		5,383
* No originating program contractor ca tent of this program differed in each t		

## Blast FCC 'Rush' to Wipe Unused **UHF Construction Permits Off Slate**

permits until the UHF-versus-VHF allocations problem is solved.

FCC set aside 10 hours last Friday (23) to hear arguments from 31 permit holders as to why their rights should not be cancelled in view of their failure to build stations. The 31 were among a group of 54 permitees given notice last March to start building or get off the air. The remaining 23 surrendered their permits.

Arguments tossed at the Commission pointed up the dilemmas posed by FCC's failure to settle the allocations problem, or even give the industry a strong indication of which path-will be taken. Benito Gaguine, speaking for Star Broadcasting Co, holder of a permit for WCBF-TV, and other stations, frankly told the Commission that his clients would not begin construction of their station within six months if today's situation remained the same. He said he would advise them that it would be foolhardy financially to build a station before the FCC makes up its mind on the allocations question.

Gaguine outspokenly asked the

Gaguine outspokenly asked the Commission what was the "un-seemly rush" about getting the idle permittees off the books. He argued that it could not be they were getting in the way of others building stations in the UHF band since permits were up for trasks. since permits were up for grabs virtually everywhere. He suggested that FCC's move against them arose out of some tidy desire to

Washington, Sept. 27.
Holders of Idle UHF television remits had their day before Federal Communications Commission in their fight to hold onto their permits until the UHF-versus-VHF allocations problem is solved.

FCC set aside 10 hours last Friday (23) to hear arguments from 31 permit holders as to why their rights should not be cancelled in view of their failure to build stations. The 31 were among a group of 54 permitese given notice last March to start building or get off the air. The remaining 23 surrendered their permits.

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#### NBC's 1st N.Y.-to-London Cablefilm Transmission

NBC News made the first direct transmission of cablefilm between N.Y. and London, where BBC received it. Network fed 30 seconds of tv film (showing Khrushchev at the UN) over transatlantic telephone cable.

Cablefilm, on a previous occasion, was transmitted between London and Montreal, but the direct N.Y.-to-London feed was due to the installation of cablefilm to the installation of cablefilm.

rect N.Y.-to-London feed was due to the installation of cablefilm equipment in NBC's N.Y. studios early last week. Equipment, built by BBC and owned by NBC, was moved from Montreal after legal clearances were obtained. It took 50 minutes to transmit the 30 seconds film. Bypassing Montreal saves NBC about an hour in transsaves NBC about an hour in transonds film. Bypassing Montrea saves NBC about an hour in trans

# ARIETY-ARB SYNDICATION CHA

VARIETY'S weekly tabulation based on ratings furnished by American Research Bureau, highlights the top ten network shows on a local level and offers a rating study in depth of the lop nine syndicated shows in the sam particular narket. This week nine different markets are covered.

In the syndicated program listings of the top nine shows rating data such as the average share of audience, coupled with data as to time and day of telecasting competitive programming in the particular slot, etc., is furnished. Reason for detailing an

exact picture of the rating performance of syndicated shows is to reflect the true rating strength of particular series. Various branches of the industry, ranging from media buyers to local stations and/or advertisers to syndicators will find the charts valuable.

Over the course of a year, ARB will tabulate a minimum of 247 markets. The results of that tabulation will be found weekly in VARIETY. Coupled with the rating performance of the top nine network shows on the local level, the VARIETY-ARB charts are designed to reflect the rating tastes of virtually every to market in the U.S.

(Continued from page 46)

### SEATTLE—TACOMA

STATIONS: KTVW, KOMO, KING, KIRO, KTNT. SURVEY DATES: JUNE 1-7, 1960.

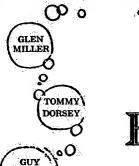
B	TOP TEN NETWORK SHOWS K. PROGRAM—DAY—TIME STA.	AV. RTG			SH.	TOP COMPETITION PROGRAM STA.	AV. RTG.
	. 77 Sunset Strip (Fri. 8:00-9:00)KOMO	44.9	1. Bold Journey (Wed. 9:00) KOMO Banner			U.S. Steel HourKIRO	19.2
	The Detectives (Fri 9:00-9:30)KOMO		2. Mike Hammer (Fri. 10:00)KINGMCA	19.2 3	7.6	DeadlineKOMO	16.5
			3. Manhunt (Tues. 9:30)	18.5 3	3.5	Garry Moore KIRO	18.5
	B. Adv. In Paradise (Mon. 8:30-9:30) KOMO		4. Seven League Boots (Wed. 9:30) KOMO Banner	16.3 2	8.0	People Are Funny KING.	18.5 19.5
	l. Bourbon Street Beat (Mon. 7:30-8:30) KOMO		4. Sea Hunt (Sat. 9:30)	163 3		Championship Bowling KOMO	15.9
	5. Welk's Dancing Party (Sat. 8:00-9:00). KOMO	30.6	5 Johnny Midnight (Tues 9:30) KOMO MCA	15.0: 2		Marrhunt KING	18.5
	3. Alcoa Presents (Tues. 9:00-9:30)KOMO	31.1	5. Johany Midnight (Tues, 9:30) KOMO MCA 6. Huckleberry Hound (Fri, 7:00) KING Screen Gems 6. Bescue 8 (Thurs, 10:00) KOMO Screen Gems 7. Divorce Court (Sun. 10:30) KING KITV 7. Troubleshooters (Sun. 10:00) KING Ziv-UA	146 3		Walt DisneyKOMO	15.2
	/. Gunsmoke (Sat. 9:00-9:30)	30.1	6 Paragrap 9 (Thurst 10:00) FOMO Server Come	14.6 2		Deadline	13.9
	3. Wagon Train (Wed. 6:30-7:30)	29.2	of mestice of theirs, 10.007	12.0			
	Real McCoys (Thurs, 7:30-8:00) KOMO	28.8	7. Divorce Court (Sun. 10:30)	13.0		Masterpiece Theatre .KIRO	7.3
	). Summer On Ice (Thurs. 8:30-9:30)KING	28.2	T. Troubleshooters (Sun. 10:00)KINGZiv-UA	13.6	5.5	Sun. News Spec KIRO	15.2
-	bulliact Of tec (That's, 0.00-0.00	-20.2			- 1	Masterpiece Theatre . KIRO	6.0

## SAGINAW-BAY CITY-FLINT

STATIONS: WNEM, WJRT, WKNX. SURVEY DATES: JUNE 1-7, 1960.

			<u> </u>	<u>,</u>
1. Wagon Train (Wed. 7:30-8:30)	56.6 1. Whirlybirds (Fri. 9:30)	23.2	43.8 Cavalcade of Sports WNEM	22.0
2. Real McCoys (Thurs. 8:30-9:00)WJRT 3. Price Is Right (Wed. 8:30-9:00)WNEM	2. Highway Patrol (MonWedFri. 6.15). WNEM Ziv-UA	22.3	71.7 Colonel Gyro: News WJRT	6.7
3. Rebel (Sun. 9:00-9:30)	39.1 3. Shotgun Slade (Mon. 9:30)	21.9	33.1 Adv. In ParadiseWJRT	27.8
	39.1 3. Johnny Midnight (Mon. 7:00) WNEM MCA	21.9	61.7 Three Stooges WKNX	6.6
5. Summer On Ice (Thurs. 9:30-10:30)WNEM	4. Coronado 9 (Wed. 7:00)	20.6	65.9 Navy Log	4.6 6.0
6. Bonanza (Sat. 7:30-8:30)		20.5	66.0 Capt. Gallant	11.0
7. The Rifleman (Tues. 9:00-9:30)WJRT	37.4 6. This Man Dawson (Tues. 10:30) WNEM Ziv-UA 33.1 7. Border Patrol (Sun. 10:30) WNET CBS 32.5 8. Sea Hunt (Fri. 7:00) WNEM Ziv-UA 32.5 0. Weekburt (Thur. W. 10:20) WNEM Server, Com-	20.2 18.9	48.8 Phil Silvers	9.0
8. Tales Of Wells Fargo (Mon. 8:30-9). WNEM	32.5 2 See Hunt (Fri 7:00) WNFM 714.11A	195	45.3 Major League Baseball WJRT	16.6
8. The Deputy (Sat. 9:00-9:30)	32.5 32.1 9. Manhunt (Thurs. 10:30)	17.9	45.8 Tombstone Territory WJRT	17.9
9. Laramie (Tues. 7:30-8:30)	32.1    37.    32.1		200   2011	6



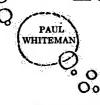


LOMBARDO

GREAT DANCE

BANDS

PARADE"\*



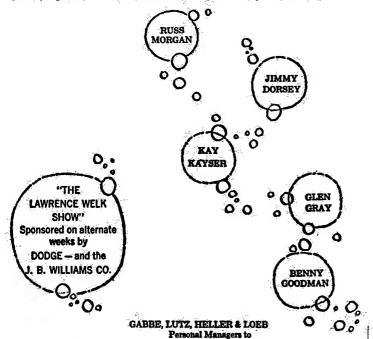
A MUSICAL "SPECIAL"

Presented By

and the

CHAMPAGNE MUSIC MAKERS

For many months Lawrence Welk has planned this "MUSICAL SPECIAL," and assigned his staff of arrangers to duplicate the exact sounds of these Great American Dance Bands of the exciting 30's and 40's. We believe this dramatic and nostalgic "SPECIAL" will be one of the most memorable musical programs yet presented on television, and invite you to enjoy it to the full.



Lawrence Welk

ALL THESE GREAT BANDS ARE **SCHEDULED FOR A MUSICAL SALUTE:** 

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HAL KEMP WAYNE KING **TED LEWIS GUY LOMBARDO** FREDDIE MARTIN CLYDE McCOY **GLEN MILLER RUSS MORGAN ARTIE SHAW** ORIN TUCKER TED WEEMS PAUL WHITEMAN

\*SATURDAY, OCT. 8 ABC-TV NETWORK 9:00-10:00 P.M.(E.T.) 6:00-7:00 P.M. (P.T.)

DON FEDDERSON PRODUCTIONS Television Consultants to Lawrence Welk

## Pulse's Roslow On Ratings

for under present ratings research?
In radio, he has a despondent look.
With tune-in down around 15-20
and under—and with the addition of out-of-home audience, with 1020 or more stations to share this With tune-in down around 15-20 and under—and with the addition of out-of-home audience, with 10-20 or more stations to share this tune-in, his ratings at best can't even approach the itsy bitsy yellow rolks dot bikini. Local tv fails to yield the high audiences of the early days and now with higher costs. Only among the popular network tv programs are the high ratings found. How can the broad-caster induce the advertiser to buy radio in times other than rush hours, in the night time period? How can broadcaster induce the advertiser to buy daytime television, late night television?

"And what about the buyer of time? Is he buying fixed position today beyond that association with strong network programs? Does the quarter hour rating truly tell him how effective his advertising message may be? With the trend

100% PAYOLA-PROOF QUIZ SHOW

"PREDICT PROSPER"

\$Will Sugar Ray regain the title? Contact

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Mgt.: LEONARD GREEN 360 E. 51st St., New York PL 2-1764

time only on ratings:
"Our plan from this point on is
to propose research for our clients
emphasizing average ratings by
broad periods, and several qualitative factors describing the audience
delivered during these periods," he
concluded.

#### **S&H Telefilm**

Continued from page 34

except for Bess Meyerson, who the lead-in and lead-out employs only Chicago talent.

ploys only Chicago talent.

Film will be shown on successive Sundays, Oct. 2 and 9. For the first date, S&H has purchased the 3:30 p.m. period on WNBQ and the half hour immediately following WGN-TV's White Sox telecast. Following week WBKB will show it at 1 p.m., just before ABC-TV's pro football game. WBBM-TV has yet to set a time slot.

Following the initial paid ex-

Following the initial paid ex-posure, S&H will donate the film to the stations as a public service film.

#### 'Debate' a Dud

Continued from page 37

ipants into some semblance of real

controversy.

Opener dealt with domestic issues, which of course permits less fireworks than the foreign affairs field and the question of national defense and preparedness. But what happened to civil rights, for one thing, with Nixon neither challenging Kennedy on the southern Democratic question nor even raising the issue in the remotest form, and Kennedy restricting his observations to how unfortunate and limited are the opportunities forminority races.

Perhaps the next three discussives.

Perhaps the next three discussions will be more productive. The opportunity was there. The Lincoln-Douglas debates, argued before a comparative handful, are

ost 598

TOP FLOOR GOING UP! Hartford residents have been treated to the usel sight of half of the top floor to Broadcast House, new home for WTIC AM-FM-TV, being hoisted aloft from the ground. Three ether floors, already completed, are immediately beneath and ready for lifting while additional roof and floor sections await lifting on right. Revolutionary ballding process is known as "lift slab construc-tion."

**38** 38

remembered after more than a hundred years. The Kennedy-Nixon discussion, historic in its implications and held before millions of Americans, will probably be forgotten in just a few days.

Chan.

## **NBC's Temporary** Victory in Frisco **KRON Antitruster**

San Francisco, Sept. 27. NBC has won at least a tem-porary victory over Frisco Chroni-cle's KRON in the network's at-tempt buy KTVU. Frisco-Oak-

Federal Judge George B. Harris last week ruled that KRON's anti-trust suit to call off KTVU sale to NBC would have to be postponed until the FCC had decided whether or not to okay the proposed pur

After the FCC acts, said the judge, Chronicle Publishing Co. can "apply for an injunction to preserve the asserted status quo."

preserve the asserted status quo."
Judge's two-paragraph opinion followed two days of oral argument in August between NBC and KRON lawyers. NBC attorney James Michael argued suit couldn't be considered until FCC acted because it would be impossible for KRON to be damaged until after the sale had gone through.

Judge gave KRON a little leeway in his opinion, saying KRON could apply for status quo injunction before FCC ruling if NBC started to knock off contracts on its own volition. KRON, an NBC affiliate since 1949, is expected to lose its lucrative affiliation when its two-year contract with the network expires next June 30.

#### **FCC Lists Composite Week** For Program Log Analyses

Washington, Sept. 27.
Following is the composite week to be used by broadcasters whose licenses expire next year in compiling program log analyses for their renewal applications to Federal Communications Commission: Sunday—Aug. 30, 1959; Monday—Oct. 19, 1959; Tuesday—Dec. 1, 1959; Wednesday—Feb. 10, 1960; Thursday—April 21, 1960; Friday—June 17, 1960; and Saturday—Sept. 10, 1960.

#### Eigen Back to Chi

St. Louis, Sept. 27.

Vet gabber Jack Eigen has tossed aside a highly lucrative job because he and his family like Chicago more than they dig St. Louis, even though St. Louis has been taking to Eigen's controversial and sock interviews, aired here nightly over WIL from the Steeplechase cocktail lounge since June 20.

Eigen handed notice last week to Harold Koplar, prexy of the Chase-Park Plaza Hotels and KPLR-TV, and to John Box, general manager of WIL, that he'll do his last tw show for Koplar on Oct. 7 and his last radio show from the Steeplechase on Oct. 8.

In his notice to the bosses, Eigen pointed out that he is leaving only because of the fact that as a daddy he should be with his wife and youngster, and they live the Windy City.

Eigen came here June 20. Prior to this stint he held forth for eight and a half years on NBC in Chicago from the Chez Paree and before that for four years from the lounge of the Copacabana in New York.

#### Salt Lake TV'ers

Continued from page 32

of KSL-TV brass, Deseret News IBM machine broke down about midway in the tallying rush, leav-ing KCPX-TV to pick from wire service.

Meanwhile, KSL-TV and KUTV moved out ahead with fulsome re-sults flowing from Tribune's bat-tery of reporters, editors and tery IBM's.

tery of reporters, editors and IBM's.

KSL radio, which relied on parent Deseret News for its results likewise suffered by the snafu at the Mormon newspaper. KALL, KLUB, KNAK and KMUR all took their tallies from Tribune.

TV industry is claiming considerable post-election credit for win by William A. Barlocker, youthful turkey raiser who swept Demcratic gubernatorial nomination. Barlocker, with 70,380 votes to opponent Ira Huggins 30,136, had pumped much of his campaign spending into tv, making heavy use of films showing visits to depressed Utah mining areas. Expectation is that George D. Clyde, incumbent GOP governor seeking reelection, will make very heavy use of tv as result of Barlocker sweep.

#### WHOM

Continued from page 39 which grabs a 19 vs. WHOM's 63%

share.
Pulse survey, covering the 17county New York area, was ordered by WHOM and WADO, bothof which accepted Pulse bids for
the report. With the Spanish-lanthe report. With the Spanish-language market in Gotham becoming an increasingly important factor in agency media planning, study has been long awaited by the adagencies. Extent to which the market looms importantly is indicated by the fact that 90% of WHOM's current business is national, not local

current business is national local.

Switchover from Italian to Spanish at WHOM (as well as WOV-WADO) has tended to be gradual, as first-generation Italians have died out and the wave of Puerto Rican immigration has swelled. Pope Interest in the Spanish market is accentuated by his purchase last year of La Prensa oldest last year of La Prensa oldest Spanish-Language daily in Gotham. Pope, of course, owns the ven-erable Italian daily, Il Progresso.

K. William Hudson has been named program manager for WKJG. Fort Wayne, succeeding Paul Dawson, who resigned to become manager of the Dental Corp. of America, Washington, D.C. Hudson had been producer-director with KWJG-TV.

## Pillsbury's Late **NBC, CBS Buys**

Pillsbury has been doing some late program buying, with late program buying, with both CBS and NBC the beneficiaries. Flour company picked up alternate weeks of "My Sister Eileen," via Campbell-Mithun, starting 'Oct. 12, giving CBS the greater share of the late billings.

On NBC Pillsbury bought a third of "This is Your Life" and alternate thirds of the Shirley Temple series. NBC buys were made via Leo Burnett and totaled \$400,000.

Houston—Willard Paige, local personality, has joined the staff of KHUL-FM as continuity director and producer of "Night and Day," the station's midnight to 6 a.m. show. Paige started his radio career at the microphones of education station KUHF-FM here.



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Writing Enterprises
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Material"

(The Mirthplace of Show Bix)

## MEMO

TO:

Film Companies Recording Companies, Networks, etc.

FROM:

SEASONED YOUNG AD EXECUTIVE WHO'S AVAILABLE

EXECUTIVE WHO'S AVAILABLE

They say there's a shortage of creative young executive tolent; advertising and promotion... and here I am eperating an advertising agency that I built from the post. Frankly just getting a little-tired of selling clients' products that I don't like in the agency rat race. Can't resist the yen to trade it all for specialization in something I de li ... and can do well. Six years experience in every phase of agency work and as ad-promotion manager for large advertiser. Strong creative copy and art background with depth in premotional planning, merchandising and administration. College grad investigating positions that recognize old fashioned thinking. refer New York or the West Caust and a responsible spot in ad department of fir that's going places in motion pictures, recordi , radio-ty, or related industries. All position has to offer is at legist present certaings, terest and a hint of future—['Il add the rest. If there's such a spot i your firm, please drop me a note outlining some details and I'll be i touch on receipt.

ch on receipt. BOX V-1249, VARIETY, 154 W. 46TH ST., NEW YORK 36, N.

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TELEVISION ADVERTISING REPRESENTATIVES, INC.

## ASSOCIATED-REDIFFUSION LIMITED

#### MR. JOHN SPENCER WILLS' REVIEW AFTER FIVE YEARS OF INDEPENDENT TELEVISION

#### WIDENING OF THE COMPANY'S INTERESTS

The FIFTH ANNUAL GENFRAL MEETING of Associated Redifu-sion Limited was held on 22nd September in London. England. Mr JOHN SPENCER WILLS, the Chairman, presiding.

In moving the adoption of the Report and Accounts for th year ended 30th April, 1960, the Chairman said:—

year ended 30th April, 1960; the Chairman said:—

Today happens to be the fifth anniversary of the date on which we first went on the air—a date which was full of anxiety to all of us in the Company. After the early years of heavy losses, it gives me the greatest possible pleasure to submit such satisfactory Accounts to you. The Directors' Report and Accounts are, I think, self-explanatory, but there are two points to which I should like to draw special attention. The first is the transfer of £1,500,000 to General Reserve. In my address last year I emphasised the importance of financial strength In view of the special nature of our main business as an independent television programme contractor, a businesss which carries with it, in fair weather and In foul, the obligation to provide a service to the public—and a very high cost service at that — irrespective of the amount of our income; it is, therefore, essential that adequate reserves be built up. The second is the widening of the Group's activities by the acquisition of the new interests referred to in the Directors' Report; to these I will refer separately.

#### Wembley Stadium

Wembley Stadium

The Company has now acquired the whole of the Deferred Share capital and over 93 per cent. of the Preference Share capital of Wembley Stadium Limited. This very interesting acquisition gives us an important interest in different fields of public entertainment in the area we serve. Your Directors were delighted that Sir Bracewell Smith, under whose leadership for some years past the Company had done so well, accepted their invitation to act as Chairman of the Board. It is our intention to continue to operate the Company in the manner which has given national, and even international, fame to the Stadium and the Empire Pool. We would like to promote, or assist in the promotion of, still further activities of a sporting or entertainment character, for which there is plenty of accommodation.

Independent Film

#### Independent Film Distributors

Independent Film
Distributors
At the beginning of this year
the Company acquired Independent Film Distributors L'mited which, as the name implies,
is a film distribution company.
The Company's assets include
films which it distributes for
exhibition both, in the cinema
and on television. Through this
acquisition, a large number of
British post-war films, whilst remaining available for cinema
exhibition, will be shown on
the nation's television screens
on both the Independent Television and B.B.C. services. They
will be seen by much larger
audiences than could possibly
be reached through cinema exhibition alone. It seems to us to
be right that such outstanding
productions of the British film
industry as for example. "Richard III," "Moulin Rouge" an
"African Queen" should be seen
by the largest possible audiences. Apart from the pleasure
which they will give to the
viewers, it surely cannot be
other than good for the British
film industry itself that the public should be reminded that
British films can compare fa-

Vourably with the best produced by any other country. Associated-Rediffusion

## Theatrical Productions

Through this Company we have taken an interest in the London theatre by the acquisition of the licence of St. Martin's Theatre. In the sphere of clevision we have achieved no little success in the presentation of good drama and we hope we may be equally successful in this venture into the live theatre.

#### TV Publications

The main asset of this Com-ny is, as you know, the TV MES but additional publishpany i TIMES

ne main asset of this Company is, as you know, the TV TIMES but additional publishing interests have been taken over and the Company now publishes the established and well-known children's journals. TV COMIC and TV EXPRESS WEEKLY, and a new children's journal, for the very young, which has recently been launched under the title TV LAND. Present indications are that the acquisition of these additional interests will prove increasingly profitable.

The TV TIMES weekly net sales figure again shows a substantial increase over the year. The new Anglia edition has done well and the Southern edition figures have increased considerably now that the edition covers the Independent Television Authority's South-East England area as well as the Southern area. Advertisement rates have been raised to take into account the increased circulation. The size of the paper has been increased to 48 pages and, in view of the resultant additional production costs, the price of the paper (which has been 4d since its inception five years ago) is being increased to 5d, as from the beginning of next month.

#### Keith Prowse Music Publishing Company and the Peter Maurice Music Company

Although our music publishing activities are comparatively small at the moment, I am glad to be able to tell you that these companies have made an increased contribution to our profits.

#### Wembley Studios

Wembley Studios

The only other principal subsidiary which I have not yet mentioned is Wembley. Film Studio Limited, which owns our main studios at Wembley. We acquired this Company from the Twentieth Century Fox Film Company Limited at the beginning of 1955 and have since spent a great deal of money in building and equipping the studios there. Our new Studio 5 is now in operation and I had the pleasure of formally declaring it open on 9th June. I mentioned last year that the foundation stone had been laid for us in May, 1959, by Sir Ivone Kirkpatrick, the Chairman of the Independent Television Authority. Our thanks are due to the contractors, sub-contractors, equipment manufacturers, technical consultants and all others concerned for their efforts in making possible the completion of a project of such magnitude and complexity in little more than a year. It is the largest television studio in the world and has been efforts in making possible the completion of a project of such magnitude and complexity in little more than a year. It is the largest television studio in the world and has been efforts in making possible the completion of a project of such magnitude and complexity in little more than a year. It is the largest television studio in the world and has been efforts in making possible the completion of a project of such magnitude and complexity in little more than a year. It is the largest television studio in the world and has been and believe that it will contribute substantially to the future enjoyment of millions of television viewers throughout the country and, indeed, throughout the world.

#### Revenue and Costs

Revenue and Costs

There was a satisfactory increase in our television advertisement revenue during theyear of the order of 7½ percent. Our operating costs however, increased by some 12½ per cent. The improved final result which we have been able to achieve has been assisted by increased revenues from our ancillary and subsidiary activities. Our operating costs are continuing to rise, which underlines what I have already said about the need to build up a strong financial pocition.

On 10th February, 1959, the

On 10th February, 1959, the oard issued a statement to nareholders in the following

bareholders in the following erms:

The Board are of opinion that the profit of the Company for the year ending 30th April, 1959, should be not less than £7,000,000. They also see no reason to suppose that, in the absence of unforeseen circumstances, the profit for the year ending 30th April, 1960, should be any lower.

The receipts for the above two years will include substantial sums received under an agreement in respect of programmes supplied by Associated-Rediffusion to arother contractor. This agreement is terminable on 29th July, 1960, and, if it is terminated, the receipts of Associated-Rediffusion under that particular agreement will disappear. What the effect (if any) of that disappearance would be on the profits of Associated-Rediffusion would depend on many circumstances, including the growth of the business and the then current networking arrangements not only with the contractor referred to but also with other contractors."

That agreement was terminatd on the 29th July, 1960. In the

with other contractors."

That agreement was terminated on the 29th July, 1960. In the continued absence of unforeseen circumstances, it is anticipated that the loss of receipts under that agreement will have been made good from other sources and that the profit of the Company for the year ending 30th April, 1961, will be not less than £7,000,000.

#### Advertisement Rates

Advertisement Rates

In view of the continued and substantial growth in our audiences, some increases in our advertisement rates will be brought into force in 1961. The new rates will be subject to a reduction of one-sixth during the Summer months so that advertisers will be able to buy-time during the Summer of 1961 at our present rates, and many of our advertisers who have taken advantage of our contract discount arrangements will not be affected by the new rates for a considerable time. On the issue of our new Rate Card we announced that we would, up to the end of this year, except new contract discount arrangements, covering expenditure up to the end of 1962, thus giving the advantage of two years' rate stability. In addition to the special discount, to advertisers who avail themselves of this important concession.

The power of television as an

avail themselves of this important concession.

The power of television as an advertising medium is beyond doubt, but it is sometimes said that it is suitable only for advertisers with very large appropriations. That this is not so is evidenced by numerous success stories in cases where comparatively small expenditure has been involved. If the medium is properly used — and our staff are well qualified and eager to advise advertisers about thissome outstanding results can be achieved quite economically.

During this year our policy in relation to the acceptance of advertisements has been the subject of much discussion, and the Independent Television Authority has decided that, whilst the present average of six minutes advertising time per hour will not be changed, a maximum of seven minutes advertising in any one, hour will come into force-later this year. In addition, the programme companies themselves are introducing changes in the presentation of advertisements which we think will make for still greater effectiveness of television advertising. During this year our policy in

#### Audience Research

We have intensified our audience research activities during the year. Our first major specialised, research project, completed in 1958, was an "attitude study" of the London area andience, and we have followed this with further surveys into audience attitudes, viewing habits and nurchasing habits with the objects of assisting in the most suitable planning of programmes and heloing advertisers to make the most effective use of their expenditure. At the moment we are energed on the first sociological and psychological study of the London area audience. This is the largest and most commenhensive survey eyer to be carried out in this field and it is helper conducted under the advice of leading academic authorities, Apart from its value to the Commany, it should also prove to be a distinctive contribution to social science. We have intensified our audi-

#### Programmes

Our primary function as a television programme contractor is the provision of television programmes. Whilst no member of the Koard or the Management is in danger of feeling any cause for complement, we think we are carrying out this function with an increasing measure of success.

In the fields of drama and children's programmes we have In the fields of drama and children's programmes we have continued to make the largest contribution of live television to the national network, and our live drama productions have achieved higher average ratings than those of any other company. In the field of light entertainment, our "Hippodrome" series reached the network Top Ten more often than any other weekday one-hour variety programme.

Ten more often than any other weekday one-hour variety programme.

In our special feature programmes, which have been described in the Sunday Times as "Associated - Rediffusion's admirable adventures in adult education," we have provided historical fact and informed comment on major problems of our age in an absorbing form. Programmes like "Tyranny," the story of Hitler, "Israel Rises," a nation in the making, "Battle Ground," the Spanish Civil War, "The Unwanted," the refugee problem, "Global War" and others have all been seen and appreciated by vast audiences. With these and our regular series of shorter feature programmes we are developing a new form of visual journalism, by the use of which we think the medium of television can make a substantial contribution to the public good.

Our weekly current affairs programme, "This Week," covering happenings in almost every part of the world, is now in its fifth year of production. Except for the last General Election period, it has had an uninterrupted run since it was first broadcast at the beginning of 1956; it continues to attract major, andiences and has been included in the network Top Ten on a number of occasions.

Our schools broadcasts, which now include programmes for

Our schools broadcasts, which now include programmes for primary schools, secondary schools and grammar schools, are being taken by over one thousand schools in most parts of the country. An interesting new series just commenced is a Franch language series

new series just commenced is a French language series. Whilst referring to our schools programmes, I want to say how sorry we are that it has recently become necessary for Sir Sydney Caine, on being appointed a member of the Independent Television Authority to resign from the chairmanship of our Educational Advisory Council, and to express our thanks to him for his valued services in that office since he took it over from Sir John Wol-

fenden in September, 1958. We are grateful to the other members of the Council for their help in this very important part of our work.

part of our work.

One other programme item of special interest was our production of Benjamin Britten's Opera, "Turn of the Screw." broadcast last Christmas. This was noteworthy in that it was the first full-length opera broadcast on andependent Television; there has been some controversy about the suitability of opera for television, but this programme, although of minority appeal, was an undoubted success.

#### International Division

International Division

During the year we have established an International Division of the Company to deal with our sales of programmes overseas. Our revenue from this source has so far been comparatively small but there is a growing potential here and we hope to be able to take advantage of it. The advent of videotape recording, which we were first to install in this country, makes the recording of programmes much more efficient and less costly than in the past; and we now have the equipment to record programmes to American and European television standards as well as to British standards. To make the best use of all the opportunities overseas we do need the realistic coopeyation of the writers' and artistes' unions on the question of fees for overseas use; given that, we believe we can extend our activities considerably in this direction to the mutual advantage of the writers and artistes and of ourselves.

#### Support for Arts and . Sciences

We have continued to give substantial financial support to the arts and sciences. Grants have been made to organisations in the fields of music, ballet and opera, including the training schools, and to repertory theatres and scientific institutions. The total grants made by the Company over the past two years amount to some £55,000.

#### Pilkington Committee of Inquiry

As was generally expected, the Government has now appointed a Committee of Inquiry into the future of sound and television broadcasting and they have been given the following terms of reference:—

have been given the following terms of reference:—

"To consider the future of broadcasting services in the United Kingdom, the dissemination by wire of broadcasting and other programmes, and the possibility of televisian for public showing; to advise on the services which should in future be provided in the United Kingdom by the B.B.C. and the I.T.A.; to recommend whether additional services should be provided by any other organisation; and to propose what financial and other conditions should apply to the conduct of all these services."

Sir Harry Pilkington is Chairman of a Committee of thirteen men and women with many and varied interests. Although the terms of reference are brief, the task of the Committee is almost certain to be long, and arduous. Your Company is to be given an opportunity to submit views and evidence. I do not propose now to anticipate what those views may be.

#### Thanks to Management and Staff

and Staff

It is my privilege again to express your thanks to our Management and staff. The service they have given has in my view, been better than ever before. Among the major tasks in which our operational staff played a most important part were the very successful Independent Television broadcasts of the last General Election and the Wedding of Her Royal Highness Princess Margaret, It is the aim of the Management and staff, as it is of your Board, continually to improve the standard of our service to the public and I think that this aim is, through their devoted and enhusiastic work, being achieved.

The Report and Accounts were awainness the source was made and the service of the service to the public and I think that this aim is, through their devoted and enhusiastic work, being achieved.

The Report and Accounts ere unanimously adopted.

#### **Gulf's 'Fire at Will'**

Continued from page 39

who was hired recently to concen- almost unnoticed. It is not yet who was fired recently to concentrate on the sale of news stanzas. Reportedly, Byron made the initial contact with Gulf toppers.

The \$42,147,000 in billings (time and program) for NBC News during the 60-61 season is not overling the 60-61 season is not overling the following the f

The \$12,147,000 in billings (time and program) for NBC News during the '60-'61 season is not overwhelming. CBS has made much more in the same area. But it is a marked advance from the department of the same area. a marked advance from the department's take last season; before Huntley, Brinkley and others of the NBC news team turned the conventions into a major critical and audience victory for the web. One estimate of last season's take is about \$7,000,000, at best.

In light of the Gulf deal, another NBC News sale slipped by

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#### 'Ramar's' Record Run

a week, directly after "It Could Be You."

Apart from the Gulf and General Mills deals and the pending re-newal by Texas Co., NBC has con-tracts for various news and public affairs stanzas, with Purex, Timex, Procter & Gamble (see separate story), Longines-Wittnauer, U.S. Steel and Savings & Loan Assn.

The "Project 20s" don't officially come under the aegis of NBC News, but they are public affairs specials, and the belief within NBC is that sale of the "20s" was made in-

and the belief within NBC is that sale of the "20s" was made infinitely easier by NBC News new prestige status. In all, five "20s" are planned this season, and five are sold. Compared to last year, when NBC openly complained that selling these programs was like swimming the channel, it is a definite improvement. Very few were sold in the '59-'60 season.

Not counted in the total \$12,147.

soid in the '59-'60 season.

Not counted in the total \$12.147,000 is the money accruing to Election Night coverage by NBC, which
several weeks ago was five-sixths
sold out and reportedly will be
SRO by next week, if a few potential sponsors make up their minds
to buy in.

German TV

Continued from page 39 channel now operating that con-centrates mostly on hour and two-hour shows. Longest shows so far set are only 30 minutes. Longevity of kiddie programming is illustrated by "Ramar of the Jungle." WPIX, N.Y., bought the property

N.Y., bought the property many years ago on a five-year deal. Series ran and then was put on the shelf for a three-and-a-half year period.

Indie now is dusting off the property for new crop of kids and slotting if this season in its kiddle strip at 5 p.m. "Ramar," one of the key properties of TPA, now is owned by ITC.

Steel and Savings & Loan Assn.

Time is paying a reported \$600,000 for half of six one-hour programs by NBC news executive producer Irving Gitlin, to be called "White Papers." Longines has \$752,000 worth of eight programs known as "The Campaign & The Candidates." U.S. Steel is spending about \$200,000 for one edition of "Project 20" and Savings & Loan about \$260,000 for a second edition. Big boost is \$2,500,000 from Purex for seven Gitlin daytime specials and for two "Project 20" programs.

The "Project 20s" don't officially on entertainment.

Freies Fernsehen plans to operate about 25 hours a week at the beginning, with five hours on Saturday and Sundays, and three hours the other days.

hours the other days.

Of every hour 54 minutes will be used for the program and six minutes for advertising. Officials expect that about 10% of their costs will be financed by the ads, with spots being placed only at the beginning and end of the half hour shows. Time will cost between 15.000 and 20.000 marks tabout \$3.750 to \$5.000 for a minute, and they expect to have no trouble finding buyers since the first television channel, which provides only six minutes of commervides only six minutes of commer-cials per day, is about 300%

Freies Fernsehen has made ar-Freies remsenen has made arrangements for 29 stations to carry its shows, so that at the start of its broadcasting, about 62% of the country will be able to receive its show. There are now about 4.180,-000 television sets in the land, none of them yet converted to receive the second program, but it's expected that conversions to ceive the second channel will soon be made, when final decisions are announced re the beaming.

Freies Fernsehen now has 140 fulltime employees, working on getting it into full operation, with headquarters in downtown Frank-

#### Telefilm Chatter

set are only 30 minutes:

The Jan. 1 opening, of course, in highlighted with festivities. The British quizmaster, John P. Wynn, who speaks German, will present a new quiz show. Curd Jurgens, film and stage star, is set for an appearance, and so is actor Viktor de Kowa. Stefan Andres has written a new play for the opening, and the magician Kalanag, who is a regular staff member of Freies Fernsehen, will entertain.

German master of ceremonies Joe Flynn has been signed to play the lead role of Rube Goldberg's assistant in Trans-Lux's five-minute show, "Rube Goldberg Inventions". Jack McCarthy takes over as emcee of WPIX's, N.Y., "Popeye" show, He replaces Allen Swift. Film produced by the Jewish Chautauqua Society, "Count Your Blessings" will be telecast by WPIX Sunday (2).

Peter A. Griffith wins vegenee German master of ceremonies Peter von Zahn has done a series called "Pictures of the New World," about his recent trip to

world," about his recent trip to America.

The Freies Fernsehen people have also contracted for 13 half-alpha and hour television shows made in has been most recently involved in America, to be shown under the production of the Zest and Prell title "Stormers of Heavens," tele commercials.

#### **'Little Debates'**

Continued from page 32 WIGM, Medford; WHBL, Sheboygan; WIBA, Madison; WHBY, Appleton; WKBH, La Crosse and WBEL, Beloit.

#### KYW-TV's Series

Cleveland, Sept. 27.

kids and slotting if this season in its kiddie strip. at 5 p.m. "Ramar," one of the key properties of TPA, now is owned by ITC.

Boot scientific developments of the space missiles.

The new programs will be much lighter than those presented on the state-run television Channel One, about three-fifths of the time will be used for plays and feature films, quizzes and musicals, and two-fifths for news, information and documentaries, with less emphasis on "culture" and more on "entertainment."

Freies Fernsehen plans to operate about 25 hours a week at the beginning, with five hours on Saturday and Sundays and there cast on KYW Radio Sunday nights.

WLOL, Mpls., Offer
Minneapolis, Sept. 27.
Following the national television
networks lead as far as the presidential candidates are concerned,
local radio station WLOL has offered free prime air time to Democratic Farmer Labor candidate for
re-election, Gov. O. A. Freeman,
and his Republican opponent, Elmer L. Andersen, for a series of
three or four debates between
them.

them.

In making the offer, N. L. Bentson, WLOL president, urged the candidates to accept "in the public interest." He pointed out that such a series of debates over the air, given prime listening days and times, would go a long way in helping to educate Minnesota voters as to the candidates for governor themselves and the issues facing them."

#### 'Image' or 'Angle'

Continued from page 33

that NBC now finds itself in-running last in terms of audience, prestige (except in the area of news) and "image," a predicament from which it seems only now be-ginning to recover via a lot more care fostered on the programming itself

itself.

At CBS-TV, this is the year of the image, with special image-makers all over the joint, at the corporate level, in the news division, even image-makers-at-large. makers all over the joint, at the corporate level, in the news division, even image-makers-at-large. And the current line at the network, when the web's new nightime schedule is discussed, seems to be, "but look at our public affairs lineup." The web's publaffairs schedule admirable, pointing towards an alltime high in quantity, and hopefully, quality. But if it's to be used as a dodge in evading the question of regular programming, then trouble's ahead. Even at ABC, where the web has had the honesty to make no bones about being in the mass entertainment business—and accent on the mass—there are signs, like the web's current emphasis on "our varied program schedule." The web has been satisfied to let the programs speak—and very successfully—for themselves. But now, a "look ma, we're balanced" attitude seems to be taking hold.

#### **UN Tough**

Continued from page 33

window in the 2d floor delegates' lounge, to put the Cuban leader in range of a camera prepared to catch his pleture through a window, from a position on the floor above. That was okay, because the camera was legal. But when the broadcaster for CBS whipped out a wireless microphone, a fast-moving UN guard, reportedly reacting as though Schorr had a gun Instead of a mike, fouled up this piece of CBS enterprise. It seemed that the guard, later supported by UN press rep Mike Hayward, was prompted guard, later supported by UN press rep Mike Hayward, was prompted by a UN rule against use of any 'electronic device' within the con-fines of the delegate lounge. Matters have since quieted, be-eause if there is one consistent pursuit in the United Nations, it is the pursuit of protocol.

#### Aussies in Major Buyup Of CBS Pubaffairs Segs

Major portion of CBS news and pub-affairs programs to be pro-duced in '60-'61 season has been bought by the Australian Broadcasting Commission for its national network.

network.

Included in the package will be programs presented on "CBS Reports," "Tomorrow," "Eyewitness to History," and "Twentieth Century" as well as special programs produced by CBS news and pubaffairs department, Deal was negotiated by Charles Moses, general manager of ABC, and Merle S. Jones, CBS Films prexy.

## **FASTEST** SELLING **SERIES** I SYNDICATION TODAY!

## BEST POST

Buyers who know the best are snapping it up... Pacific Gas & Electric Co. (through Batten, Barton, Durstine & Osborn) signed the series for San Francisco, Bak, ersfield, Chico-Redding, San Luis Obispo, Salinas-Monterey, Eureka and Fresno . . . astute station groups like Triangle bought for all of their markets including Philas delphia, New Haven-Hartford, Altoona. Johnstown, etc., and Crosley Broadcasting for Cincinnati, Columbus and Atlanta . . and the list of available markets shrinks every day!

Wire today to secure the "best" series-BEST OF THE POST-for your mar?



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57 ST., Corner 7th AVE., New York HEADQUARTERS FOR TALENT Choice, 11 fl., 3 exposures, 1,808 sq. ft., central air tond., 5 large pvt. ofcs., furniture available, reas.
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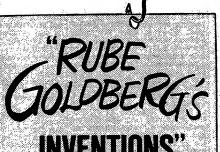
Here's how to get a sneak preview of the new 5-minute "Sidesplitters" by the world's wackiest inventor...

Rube (who else?) Goldberg.

One look at the pilot film now available for audition and you'll know why this dizzy series will dazzle, delight—and sell!

National advertisers and their agencies can spend the most valuable five minutes of a lifetime catching this preview (custom-shown at your convenience).

130 of these episodes, each with a new invention, and starring Joe Flynn and Dave Willock with the animated artistry of Rube Goldberg, will be available for TV advertisers in 1961.

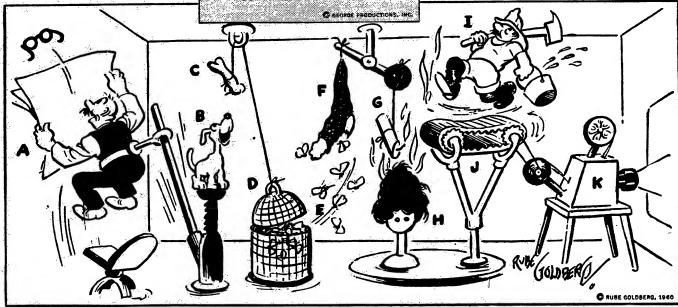




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TV ADVERTISER (A) READS AD IN PAPER AND JUMPS UP AND DOWN WITH GLEE, JACKING UP DOG (B) — DOG GRABS BONE (C), OPENING CAGE (D) AND RELEASING MOTHS (E) WHICH EAT LARGE WOOLEN SOCK (F) — LOSS OF WEIGHT IN SOCK CAUSES LIGHTED CANDLE (G) TO SET FIRE TO WIG SHOWING NEW BEEHIVE HAIRDO (H) — FIREMAN (1), SEEING FLAMES, RUNS ON TREADMILL (J) WHICH SETS PROJECTION MACHINE (K) IN MOTION SHOWING PILOT OF RUBE GOLDBERGS NEW TV SHOW!

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## Jocks, Jukes and Disks

Paul Evans (Guaranteed):
"HUSHABYE LITTLE GUITAR"
(Pambill-Lyle\*) has a twangy sound and a likable vocal that has; a stepout possibility. "BLIND BOY"
(Pambill-Lyle\*) is a sentimental ballad with limited possibilities.

Joe Reisman Orth (Roulette):
"ABELODIE D'AMOUR" (Räyveh\*) is a rich and colorful instrumental interpretation of a tune that clicked several seasons ago. "BRASILIA" (E. B. Marks\*) cuts up a neat Latino pace that the programmers will go for.

The Easy Riders (Kappi; "THE GREEN LEAVES OF SUMMER" (Feist\*) is one of the key songs from "The Alamo" pic and its folk flavor is excellently suited to the group's style for good spinning results. "BALLAD OF THE ALAMO" (Feist\*) is in the popular rong saga groove and will do a lot to help promote the film.

Karen Chandler (Carlton):
"KAPA LA DOUCE" (Chappell\*) has a strong French melodic line and thrush's vocalizing makes it an attractive slice. "THAT'S A PLENTY" (George Simon\*) plays

et. 8th-ABC-TV

Lawrence Welk "Special" "Great Dance Bands on Parade" A Tribute to America's Great Bunds From 1930-50!

#### **EWEN'S OK BIOGRAPHY** OF LEONARD BERNSTEIN

"Leonard Bernstein" by David Ewen (Chilton; \$3.50), is a biogra-phy of the celebrated composer-

phy of the celebrated composer-conductor aimed at young readers. However, anyone interested in the man and his work will find the book pleasant reading. Ewen has authored a veritable library of tomes on: usic and his writing has both grace and author-ity. The Bernstein story provides the American musical world with one of its best Horatio Alger sub-jects: a how who declined \$100-athe American musical world with one of its best Horatio Alger subjects; a boy who declined \$100-a-week salary to enter the family business when he graduated from Harvard, and who almost starved before he became one of the foremost musicians of his time. Bernstein is also typical of his times, and this portrait reveals a vivid contemporary at home in his world, his baton as popular in the Soviet, for instance, as in America; a man as fond of Broadway as of Beethoven (serving each with dazzling proficiency); a "snappy dresser on and off" (to borrow the old show biz expression); a person whose eager mind graps and dispenses (often on tv) extraordinary knowledge in many fields; a wise teacher; a loying husband and father the is married to actress Felicia Montealegre). Montealegre)

This delightful study also contains a list of Bernstein's writings and recordings. Rodo.

#### Up Wilkins, Butler In Col Finance Dept.

William G. Wilkins has been set as director of finance and Raymond Butler was named controller for Columbia Records last week.
Wilkins had been the diskery's controller since 1945 and Butler, who joined the label in '46, has held various positions in the finance department.

**Longplay Shorts** 

## **Album Reviews**

Living Strings; "Play Music for Romance"."Play Music of the Sea". "Play Music in the Night" (RCA Camden). RCA Camden, which is the lowprice subsid of the Victor label, is moving into the lush instrumental field with a solid package series. The three kickoff sets, imports from Europe, are topnotch mood music entries that the latehour jockeys will find excellent programming fodder and that will serve home turntables for easy and comfortable listening. The repertoire for each set is culled from the standard catalog and is dished out with a full-blown orch dressing. The tin-foil cover with, a color photo to highlight the mood give it Living Strings: "Play Music for by coming up with a blending of omance". "Play Music of the Sea" progressive and pop values. photo to highlight the mood give it an attractive and important sales plus.

plus.

Carmen Dragon Orch: "Bless This House" (Capitol). Religiosos in a symphonic dresing is the pitch here and it works out into an exciting and impressive disk. Carmen Dragon leads the Capitol. Symphony Orchestra through '10 religosongs that take on added importance in the big orch treatment. Dragon has plotted his scoring to fit the mood and message of each separate item and they come separate item and they come ross with impact.

across with impact.

Norman Luboff Choir: "Songs of the Cowboy" (Columbia). This is an adult disk-western. For the most part, the repertoire eschews the popular prairie songs and delives into unfamiliar material which gives the set added interest. Luboff gives them all a zestful delivery and even when he makes a stab at an occasional perennial like."The Last Roundup," it sounds freshand bright.

Joyce Grenfell: "Presenting

and bright.

Joyce Grenfell: "Presenting
Joyce Grenfell" (Elektra). Although there's been a big buying
swing to comedy on disks, it's been swing to comedy on disks, it's been strictly a stag affair with the comediennes virtually shut out of the boon. Joyce Grenfell won't change the status quo but she has come up with a platter performance that will be of especial appeal to those who've gone over to her side because of the British film imports in which she's appeared and a one-woman show in which she appeared on Broadway in 1955. It's a special audience but there's probably enough of 'em to make this disk venture pay off. The satirical monologs and songs of her own invention and they're sure to please the Anglophiles. George Bauer gives her a neat keyboard assist. assist.

assist.

Sarah Vaughan: "Close to You" (Mercury). Although Sarah Vaughan switched to the Roulette label earlier this year, her old stamping ground, Mercury Records, apparently still has a vaultfull of potent sides. This is evident in this new disk which features the thrush in an intimate vocal mood. It's romantic and effective and the arrangements and conducting by Belford Hendricks and Fred Norman round out the overall mood.

progressive and pop values.

Los Admiradores: "Bonkos/
Flutes/Guitars?" (Command).
Enoch Light has developed a touch for sound on disks that has entranced the stereo market. In his latest production, he's taken another group of standard songs and given them a "sound production" that emphasizes bongos, flutes and guitars, as is aptly advertised in the title. It's as persuasive as his previous "Persuasive" series.

Roy Hamilton: "Soft ' Warm" (Epic). Roy Hamilton tones down for this package, but he's just as effective as when he gives that power-packed vocal treatment with which he's been identified. His renditions here are warm and winning. He handles this relaxed, but still captivating mood, in a manner that will get the tasty programmers on his side. Marion Evans is right in the groove with his orch direction.

Louis Nye: "Heigh-Ho Madison Ave.!" (Riverside). The target here is adsville so it should go over well with the martin men. Mel Mitchell devised the material for this spoof and there are some funny spots, but Madison Ave. is too short a street for both sides, of an LP even with a funny pro as Louis Nye as guide.

The Drifters: "Greatest Hits" (Atlantic). Already established in the pop singles market, the Drifters for an LP fling. It's strictly a teenage Item but there are enough Drifters' devotees around to make tit an okay seller. The disk includes "There Goes My Baby." "Dance With Me." "True Love, True Love," "This Magic Moment!" and "Lone-ly Winds"

John Raitt: "Songs The Kids Brought Home From Camp" (Warners Bros). The robust voice of John Raitt: semployed unusually but effectively in this platter that seems pegged for kiddies but which the parents will enjoy if they want to participate in a togetherness turntable program. The tune are familiar rounds, game songs and novelties that everyone can have fun with if theyre in the right mood.

Barbara Russell: "Swing With Me" (United Artists). There's a laze feel in Barbara Russells work that's convincing and captivating. She doesn't go overboard, though, "Round Midnight," which are standouts in an all-around solid catalog. Don Costa's arrangements and conducting help her all the way.

Gros.

#### HARRY TOBIAS MARKS **50TH ANNI AS CLEFFER**

Hollywood, Sept. 27.
This year marks the 50th anni of Harry Tobias as a songwriter (39 years in ASCAP) and on Dec. 23, it's the 37th anniversary of his

Columbia Records is launching a "Sound of Genius" window display contest with a Chevrolet, Corvair as grand prize as a special promotion for its Masterworks releases . . Capitol Records has tied in with the Rolls-Royce Co. to promote . Angel LP, "The Best Of Peter Sellers." Album's cover photo shows Sellers cleaning a Rolls . . . Leslie Uggams, now appearing at N. Y.'s Radio City Music Hall, is featuring two songs from her Columbia LP, "The Eyes of God". . Riverside Records sending out a special Madison Ave. kit (attache case, gin, bufferin, ovaltine, toothpaste, etc.) to promote Louis Nye's LP spoof of adsville . Frank DeVol, Columbia's pop artists & repertoire chief, readying a Sigmund Romberg album with Earl Wrightson and Lois Hunt Atco Records featuring a Bobby Darin deluxer, including two new songs written by Darin) in this month's release . . A couple of sides from Kapp Records' Medallion, albums have been taken out for release as singles. They are the Medallion Strings workover of "The Green Leaves of Summer" and "Spellbound."

With nitery comic Bob Newhart's initial LP still hotsy on the charts. it's the 37th anniversary of his and Sophie's wedding.

There are eight songsmithing Tobiases, Charles and Henry completing the prollific triumvirate of brothers. In addition, Fred and Jerry Tobias, sons of Edna and Charles are ASCAPers. Ditto, Mrs. Edna Tobias and Mrs. Sophie Tobias, and also Elliott Tobias, late son of Sophie and Harry.

#### **Buddy Robbins Rejoins** Styne's Publishing Co.

Styne's Publishing Co.

The Green Leaves of Summer" and "Spellbound."

After a year's fling at the disk married by the business of Summer and "Spellbound."

After a year's fling at the disk married for the business Howard Buddy) Robbins is returning to timing it for the yearend gift-buying spree. Sequel is titled "Button to timing it for the yearend gift-buying spree. Sequel is recentified to the music publishing scene. He's Down Mind Strikes Back" and was etched during Newhart's recentified week stand at Frisco's hungry i.

Peggy Lee is waxing a special Capitol LP from which all proceeds go to the "Meals for Millons" charity... Don Ralke set to cut a percussionist album at Warners comprised of his own material ... 88er George Rosner will cut an album live from his stand at Frascati's, BevHills eatery, for Lionel Hampton's Glad Records ... Salli Terrifor will be on the Jule Stynes. BevHills eatery, for Lionel Hampton's Glad Records ... Salli Terrifor will be on the Jule Stynes. BevHills eatery, for Lionel Hampton's Glad Records ... Salli Terrifor will be on the Jule Stynes. BevHills eatery, for Lionel Hampton's Glad Records ... Salli Terrifor will be on the Jule Stynes. BevHills eatery, for Lionel Hampton's Glad Records ... Salli Terrifor will be on the Jule Stynes. BevHills eatery, for Lionel Hampton's Glad Records ... Salli Terrifor will be on the Jule Stynes. BevHills eatery, for Lionel Hampton's Glad Records ... Salli Terrifor will be on the Jule Stynes. BevHills eatery, for Lionel Hampton's Glad Records ... Salli Terrifor will be on the Jule Stynes. BevHills eatery, for Lionel Hampton's Glad Records ... Salli Terrifor will be on the Jule Stynes. BevHills eatery for Lionel Hampton's Glad Records ... Salli Terrifor will be on the Jule Stynes. BevHills eaters will suffer will be on the Jule Stynes. BevHills eaters will suffer will be on the Jule Stynes. BevHills eaters will suffer will be on the Jule Stynes. The Carlot will be on the Jule Stynes. The Carlot will be on the Jule Stynes. The Carlot will be on th

# Best Bets

RAY CONNIFF ORCH......MIDNIGHT LACE—PART I

(Columbia) ... Midnight Lace—PART I Ray Conniff's "Midnight Lace" (Arwint) is weaved into a socko-instrumental slice by the intriguing buildup of the varied melodic themes and a standout harmonica solo by Eddy Manson. The theme from the upcoming Doris Day-Rex Harrison starrer gets a two-sided workover. sided workover.

JONI JAMES ..... BE MY LOVE

(MGM) Tall A Tree

Joni James' "Be My Love" (Robbins\*) is the Mario Lanza click
turned out in a strong romantic vocal to take it to the top again.
"Tall A Tree" (Blue-Jay) plants a warm ballad idea with a tender vocal and a big orch support.

OLIVER COOL ......OLIVER COOL

(Roulette) ... Love Girls

Oliver Cool's "Oliver Cool" (Planetary\*) is a hot novelty item
with solid commercial values for all spinning outlets. "I Love
Girls" (Vanlee\*) is a cute lilter with a punchy vocal treatment
that will win lotsa play.

THE CRESTS

ISN'T IT AMAZING

DUANE EDDY .....

#### STAN ROBINSON....... CAN SHE GIVE YOU FEVER (Amy) ...... Rhinoceros

Stan Robinson's "Can She Give You Fever" (C. Shawt) runs at a wild pace, rhythmically and vocally, that the jean crowd will turn into a spinning winner. "Rhinoceros" (Gilt) roars with a vocal drive that gives it a takeoff potential, too.

RAY Campi (Colpix): "HEAR for dance WHAT I WANNA HEAR" (Rockt) has a melodic drive and a strong vocal treatment to send it up on the spinning circuit. "FRENCH is a punchy beat and a vocal to match for okay results.

Robin Wilson (Monument): "THE NERVOUS AUCTIONEER" (Target') sells a fast-paced beat via a power-packed vocal that'il get enough spinning attention to make it popular. "CLOSE TO ME" (Target') is a rocking ballad that's built along familiar lines but the teenagers may take to the vocalist.

Bob Crosby & Bobcats (Dot): "THEME" (Witmark\*) comes from the current Warner Bros. release and the orch gives it a bright instrumental reading that will attract spinning attention. "NIGHT: THEME" ("LITTL') Laurat') is a moody instrumental silce. okay for occasional spinning shots.

George Greeley (Warner Bros.): \*ASCAR\*

George Greeley (Warner Bros.): \*ASCAP. †BML.

with a zingy beat and a vocal grabber for juke-dancing. "720 IN growt that's quite peppy.

Ray Campi (Colpix): "HEAR for dancing with a beat that's hard WHAT I WANNA HEAR" (Rock†) to resist.

The Shooters (Trans World)
"SHE'S ALL RIGHT" (Kavelint "SHE'S ALL RIGHT" (Kavelint) is a raucus noisemaker that the kids

is a raucus noisemaker that the kids around the lukes will probably take to for a while. "TUFF ENUFF" (Kavelint) rocks with a drive at will get the jean set stepping at a lively pace.

June Webb (Hickory): "TAKE ME HOME (TO MY LOVE)" (Acuff-Rosef) has a swingy country, (lair that could pull it through in so me areas. "(I WAS JUST MEANT) TO BE LONELY" (Acuff-Rosef) is an alfalfa-hinged ballad that may have some impact on the country spinners.

that may have some impact on the country spinners.

Jay North (Kem): "THE ANIMAL FAIR" (House of James\*) has a bright moppet flavor but its market is with the sub-teeners only." LITTLE BOY BLUES" (House of James\*) is a kidde blues item that has small spinning values,

# TALL COIN IN 'CORN' FIELD

## Monterey Salvages Jazz Fete Idea With Big B.O., Solid Show, No Riots

By BILL STEIF
Monterey, Calif. Sept. 27.
The third annual Monterey Jazz
Festival, which wound up midnight
Sunday (25), apparently reversed
Jazz fest trends in two respects:
1) Attendance and gross were
both up more than 10% over 1959;
2) There wasn't a sign of riot, or
even disorderliness.

2) There wash t a sign of riot, or even disorderliness.

Total Attendance for the five shows, including one on Friday night and two performances on Saturday and Sunday, ran 25,000 to \$10,000 still expected from concessions. It was up \$12,000 over 1959.

Fear of riots weighed on minds of general manager Jimmy Lyons and other fest officials, who thought prior talk would hurt box-office. But talk didn't hurt a bit, and Monterey police chief Charles Simpson had force of 40 to 50 on hand to handle the routine easily and quietly. Sample of efficiency

nand to handle the routine easily and quietly. Sample of efficiency occurred Sunday afternoon after group of Frisco beatniks tried to establish a pad near grena's main entrance. Simpson simply sent in cops to squat among beatniks, later explained, "we communicated and they got the message."

Artistically, big winners appeared to be the Saturday and Sunday afternoon shows, with John Coltrane. Ornette Coleman, Gunther Schuller, Jon Hendricks and Miriam Makeba hitting peaks. and Duke Ellington's Saturday night show, with Cannonball Aderly and Jimmy Rushing taking special bows.

night show, with Cannonball Adderly and Jimmy Rushing taking special bows.

Fest's musical director, John Lewis, rate kudos for balanced programming, plucking best jazzmen from all over U.S.

Sunday (25) night show's peaks were a set of lyricized Ellington tunes by the Lambert-Ross trio, several Coleman and Scott Lafaro solos and a spectacular Modern Jazz Quartet set which included "Ralph's New Blues" dedicated to jazz columnist Ralph Gleason.

MJQ also did fine work with trombonist J. J. Johnson, especially in uptempo "Paper Moon." Louis Armstrong followed with his band id wound up show in series of his standards.

(Continued on page 61)

#### **ASCAP Applies Decree** Option to Put Resignees On Current Perf. Basis

On Current Perf. Basis
Under a clarification of the recent consent order, the American Society of Composers, Authors & Publishers has put all resigning members on a 100" current performance" payoff basis. This means that payments to resigning members for works remaining in the ASCAP repertory on an exclusive basis will be based solely on their performance during the latest preceding survey year.

Under the consent order, all members have the option of choosing between a "current performance payoff which takes into consideration their seniority, the durability of their songs and a sustained fiveyear performance average in addition to current performances. No writer remaining with the Society has, as yet, selected the 100% performance payoff system.

With respect to resigning mem-

has, as yet, selected the 100% performance payoff system. With respect to resigning members, the decree stated that the Society, at its option, could deny this class of writers the right to receive payment on any basis other than a current performance basis provided that the rule was applied to all resigning members alike. The Society's writers' and publishers' classification committee moved to take up the option last week.

#### **EMI Profit Climbs** To \$19,500,000 in Year

Electrical & Musical Industries, the company which controls six disk labels including Capitol Records, made a trading profit of around \$19,500,000 for the year ended last June. That's an improvement of over \$470,000 on the previous year. The net, after tax, depreciation, etc., is more than \$6,700,000.

\$6,700,000.

As result of the improved trading, dividend has been hiked from 13 1/3% to 17½%. Apart from its diskeries, the company is a major producer of tv receivers and has various subsidiaries manufacturing consumer electrical facturing consumer

## 'Irma La Douce' Gets 3d Cast Set With Col Disking

Columbia Records has revised its Columbia Hecords has revised its thinking on "Urma La Pouce" and will cut an original cast version of the U. S. production after all. Original plans had been to release the original cast set cut by Philips, Col's overseas affiliate, of the English production

original cast set cut by Philips, Col's overseas affiliate, of the English production.

Switch in plans stems from the Col brass decision that the American company is stronger than the British, although the stars. Elizabeth Seal, Keith Mitchell and Clive Revill are the same. Col also thinks it can come up with a better sound and that a new session here will afford an opportunity to come up with a stereo version.

Musical, which opens on Broadway tomorrow (Thurs.), was written by Marguerite Monnet (music) and Julian More-David Henekin-Monty Norman (lyries). Chappell is publishing the score.

With the American original cast set upcoming, "Irma La Douce" will now have three original cast versions. The aforementioned English, company set and the original French version. Musical is also currently running in London and Paris.

#### DANNY DAVIS JOINS JOY AS A&R CHIEF

Danny Davis has moved into the Joy Records setup as artists & repertoire chief. Davis is trumpeter-arranger,
Joy will continue to use free-

lance arrangers with whom Davis will work on specific artist's dates. The first release under his aegis will be the new Mindy Carson coupling of "You're the End" and "A Little Love (Will Go a Long Way)." Monty Kelly did the arrangements for Miss Carson's date.

#### **Sholes to Coast**

Steve Sholes, head of pop artists & repertoire at RCA Victor, left for the Coast last week to attend the Monterey Jazz Festival with Chet Atkins, Nashville a&r director, and Dick Peirce, Coast recording chief.

than a current performance basis provided that the rule was applied to all resigning members alike. The Society's writers' and publishers' classification committee moved to take up the option last week.

BOB WEST'S MERC POST

Chicago, Sept. 27.

Bob West appointed southeastern , basing in Atlanta, for kins went on to San Franisco for Mercury Records, effective Oct. 10. He replaces Allan Wolk.

Country & western music radio programming is shaping as a potent marketing avenue for advertisers According to a survey taken by the Charles Bernard Co., a station representation firm, and Pulse Inc.,

Charles Bernard Co., a station representation firm, and Pulse Inc., a national research firm, the income characteristics of the c&w listening market revealed that in the 11,000 homes of the 18 markets surveyed 66% fell into the \$3,000. to \$7,500 per year class, 9% fell between \$7,500 and \$10,000 a year and \$12% exceeded \$10,000 annually.

At a meeting of 150 representatives of ad agencies and radio stations in N.Y.'s Savoy-Hilton Hotel last week, Dr. Sidney Roslow, director of Pulse, said that despite the apparent major influence of country music on current pops, it was heretofore not possible to accurately describe 1) the extent of the market, or 2) the characteristics of the purely country music-listening segment. Unlike the foreign language market or the Negro market, he said, where the objective criteria are reasonably indisputable, the country-favoring home has never been characterized. The study sought to establish other common features of homes in which c&w music is the main prefother common features of homes in which c&w music is the main pref-

which c&w music is the main preierence.

The survey showed: 1) Nearly
one-fifth (18.2%) of the c&w
homes, listened rather exclusively
to this type of music. 2) 43% of
c&w homes, also listened to some
other type of music. 3) 6.2% had
broadly based tastes, listening to
and liking a wide variety of fare.

The greatest penetration of c&w
families was found, not unexpectedly in Nashville, which showed
55% of the deep-dyed votaries
(Continued on page 62)

(Continued on page 62)

## 2 More Diskeries Sign Payola OKs

Washington, Sept. 27.
Federal Trade Commission has okayed consent orders barring two record distributors from clipping payola to disk jockeys. The consent orders, which don't constitute admissions of guilt, were agreed to by

by:
Robert Field, doing business as
Pacific Record Distributors, L.A.,
and Fiesta Record Co., New York,
along with one of its execs, Jose
Morand.

#### Schicke Back at Epic As Field Mgr. Chief

AS FIELD MST. UNIEL
Charles Schicke is back in the
Epic orbit, He's rejoining the label as national field sales manager after a little more than a
year as general sales manager for
Everest: Records,
The national field sales manager's slot is a newly created post
at Epic and is another step in firm's
overall expansion of sales operations. Schicke will report to Al
Shulman, Epic's general manager,
and he'll be responsible for the
diskery's entire field force headquartered in Chicago and L.A.
He'll also coordinate distributor
activities and handle dealer relaactivities and handle dealer rela

tions.

Schicke joined Epic in 1954 and served as national sales manager until 59 when he moved over to Everest.

#### Benny's Baton Bit

Jack Benny will play benefit concert with the Indianapolis Symphony under baton of Izler Solomon at the Circle Theatre Nov. 1. House, seating 2.500, will be scaled to raise \$30,000 to start an orch endownment fund.

Event will be part of symphony's 30th anniversary celebration in November.

## FROM BARE FEET | Capitol Broadens B'way Angeling With 150G Backing of Nat Cole Show

#### **Congress Renders Unto** Caesar a P.D. 'Pledge'

tring Caesar's musical setting to the "Pledge of Allegiance" has been put into the public domain at his own request through a recent joint resolution of Congress. In 1955, Caesar, writer, publisher and ASCAP director, has assigned to Rep. Louis C. Rabaut of Michigan all his rights to the "Pledge" which he had written at Rabaut's request.

request.

The Congressional resolution authorizes and directs the preparation of band, vocal and orchestral arrangements of the work suitable for non-professional performances.

## **Camden Tunes Up** Package Bid Via New 'String' LPs

RCA Camden, Victor's lowprice subsid, is making a concentrated pitch into the lush instrumental field with a series of imports that'll be marketed here under the Living Strings tag. The new series will kick off with three LPs, "Living Strings Play Music For Romance," "Living Strings Play Music In The Night" and "Living Strings Play Music of the Sea."

According to Ray Clark Cam-

Strings Play Music of the Sea."
According to Ray Clark, Camden's planning and merchandising
manager, the label is cutting its
number of releases for the year so
that it can invest more money into
the recording and packaging of the
Living Strings series. The instrumentals are culled from standard
repertoire and are played by orchs
that vary from 30 to over 50 instruments.

Different

Different arranger-conductors were used for each Living Strings set. Hill Bowen handled "Ro-mance," Bob Sharples did "Night"

mance." Bob Sharples did "Night" and Johnny Douglas was on "Sea." The packages are earmarked for Camden's October release but will be a major selling point for the diskery's Christmas selling push. Clark says that Camden's plans for 1961 will probably include more Living Strings LPs and that there's a possibility that the Living Strings will also come up with instrumental 'treatments' of the new Broadway show scores.

The albums are packaged in sil-

The albums are packaged in sil-The albums are packaged in silver-foil and contain a special Living Strings logo as well as four-color art work. In addition to a hefty ad campaign, Camden is shipping 2,400 copies to disk jockeys and another 400 special LPs to dealers for home auditioning before the Camden salesman comes around.

#### HENRY BRIEF JOINS RIAA AS GEN. MGR.

Henry Brief has joined the Record Industry Assn. of America as general manager. It's a new post. The RIAA is prexied by George R. Marek, veepee-general manager of RCA Victor, with John W. Griffin as exec secretary.

Brief comes to the RIAA from Home Furnishings Daily where he was ty, radio and hi-fi editor.

#### **Epic Into 4-Track Tape** Market Via 10 P'kges

Epic Records is moving into the four-track tape field. Diskery has earmarked 10 selections for its October kickoff.

Some of the artists featured on the tapes will be Lester Lanin. Chuck Sagle, Leon Fleisher, the Cleveland Symph and the Concertabour. October of Amsterdam

Capitol Records is adding a new facet to legit angeling by disk companies. The record firm is putting up \$150,000 to bankroll the Nat King Cole musical, "I'm With You," which marks the first time that a diskery has backed a show for one of the artists.

Heretofore, such record firms as RCA Victor, Columbia and even Capitol, have invested in shows primarily to nab the original cast album rights. Lloyd W. Dunn, Cap's veepee in charge of artists & repertoire who negotiated the deal, sees this new bankrolling step as being a custom-made show-case for one of its important artists and a move that other major companies are sure to follow.

Cap, of course, will put out the

and a move that other major companies are sure to follow.

Cap, of course, will put out the original cast album of "I'm With You," which will be its third original caster of the season. The other two are "Tenderloin" and "The Unshrkable Molly Brown." Cap has a \$264,000 investment in "Molly Brown" which brings its legit bankrolling activity so far this season up to \$414,000.

"I'm With You," which will be produced by Paul Gregory, is being referred to as "practically a one-man show." Other cast member will be thrush Barbara McNair. She's a Hanover-Signature disker who's been given the greenlight to do the Capitol album. Bill Colleran will direct, Eugene Loring is doing the choreography and Ralph Carmichael is handling the orchestrations.

The book, music and lyrics have and

majn Carmichael is handling the orchestrations.

The book, music and lyrics have been written by Dotty Wayne and Ray Rasch. The young cleffing duo did the score for Cole's recently released "Wild Is Love" disk package. The "Love" score was originally intended for Cole's legit musical showcase but it was decided that it was more suited for a record production than the stage and Wayne and Rasch knocked out new material for the "I'm With You" presentation.

Show begins its pre-Broadway tour in Denver Oct. 17 and will wind its road trek in Boston Jan. 28. The Broadway bow is scheduled for Feb. 1. Capitol plans to have the original cast album on the market soon after the Broadway opening.

#### Ella Breaks Philly Jinx Vs. Jazz Shows With Sock 11G Gross for One-Niter

Philadelphia, Sept. 27.
Ella Fitzgerald broke the jinx that has clipped jazz concerts here in recent weeks. The singer appeared at the Academy of Music Saturday night (24), under the sponsorship of Irving Granz, and the 3,000-seat concert hall went SRO to the tune of \$11,000.
Promoters saw a turn in the tide locally for pop music programs. Beginning with the Quaker City Jazz Festival, a three-day failure in Phillies' ballpark late in August, the pickings have been meager for

the pickings have been meager for the impresarios.

the impresarios.

The first indoor jazz show of the year, starring Maynard Ferguson's orch and Carmen McRae, was cancelled by its sponsor, radio station WHAT-FM, the night before the scheduled performance (19) at Town Hall. A rock 'n' roll package with a dozen recording names drew a scant 2.300 in two shows at the Arena, with a potential capacity of 15.000. The shows netted \$5,000.

#### Glover to Roulette

Henry Glover has joined Rou-lette Records' artists & repertoire department. He'll concentrate on the singles line with special em-phasis on rhythm & blues.

phasis on rhythm & blues.
For the past nine years, Glover
1 been with King Records' a&r
partment. He had also been a
impeter-arranger for such bands
as Lucky Millinder and Tiny Bradshaw. Roulette's pop a&r departgebous Orchestra of Amsterdam, as Lucky Millinder and Tiny Bra The pop tapes will sell for \$6.95 shaw. Roulette's pop a&r depar and the classical for \$7.95.

60

# VARIETY'S RECORD T.I.P.S.

## (Tune Index of Performance & Sales)

This weekly tabulation is based on a statistically balanced ratio of disk sales, nationally, as reported by key outlets in major cities, and music programming by the major independent radio stations.

			r.			_					
This Wk.		No. Wk		This Wk.	Wk.	. Ŵ	TITLE, ARTIST LABEL	This;		No. Wk	i. TITLE, ARTIST LABEL
1	2	7	MY HEART HAS MIND OF ITS OWN Connie Francis MGM	34	37	4	LUCILLE Everly Bros. WB	.67	_	1	TOGETHERNESS Frankie Avalon Chancellor
2	ŧ	10	THE TWIST Chubby CheckerParkway	35	41	17	ONLY THE LONELY Roy Orbison Monument	68	-	ľ	TWISTING, U.S.A. Danny & Juniors Swan
ġ	5	4	MR. CUSTER Larry Verne Era	36	42	5	NICE 'N' EASY Frank Singling Capitol	69	64	4	TONIGHT'S THE NIGHT Chiffons Big Deal
4	4	11	WALK, DON'T RUN VenturesDolton	37	43	7	I LOVE YOU THE SAME OLD WAY Paul AnkaABC-Par	70	38	4	KOMMOTION Duane Eddy Jami
5	3	н	IT'S NOW OR NEVER Elvis Presley  Victor	38	24	8	HELLO YOUNG LOVERS Paul AnkaABC-Par	71.	53	12	ALL MY LOVE Jackie Wilson Brunswick
6	6	7	CHAIN GANG Sam Cooke Victor	39	21	9	TA TA Clyde McPhatter Mercury	72.	76	4	KOOKIE LITTLE PARADISE Jo Ann Compbell ABC Par
7	7	10	VOLARE Bobby RydellCameo	40	44	3:-	YES SIR THAT'S MY BABY	73	40	6	THE LOVING TOUCH Mark Dinning MGM
8	8	8	KIDDIO Brook Benton Mercury	41	45.	Ĥ	Ricky Nelson Imperial HOT ROD LINCOLN Charlie Ryan	74	52	4	SHORTNIN BREAD Paul Chapli
9	10	5	A MILLION TO ONE Jimmy Charles Promo	42	46	7	LET'S HAVE A PARTY	75	-	1	SOMEBODY TO LOVE Bobby Darin Atco
10	11	10	THEME FROM THE APARTMENT Ferrante/Teicher UA	43	3 İ	10	Wanda Jackson Capitol WRECK OF JOHN B.	76	94	5	KOOKIE LITTLE PARADISE Tree Swingers Guyden
11	14	7	PINEAPPLE PRINCESS Annette Vista	44	49	2	Jimmie RodgersRoulette DON'T BE CRUEL	77	92	2	IS YOU OR IS YOU AIN'T Buster Brown Fir
12	.15	4	SO SAD Everly Bros.	45	`51.	5	Bill Black Hi	78	87	· <b>3</b> .	BRONTOSAURUS STOMP Piltdown Men Capitol
13	9	8	NEVER ON SUNDAY Don Costa	46	69	4	Neil Sedaka Victor YOU TALK TOO MUCH	79	83	2	MY DEAREST DARLING Erra James
14	12	10	DREAMIN' Johnny BurnetteLiberty	47	55	5	Joe Jones RIC DIAMONDS & PEARLS	80	54	6	I'M FALLING TOO Skeeter Davis
15	13	8	YOGI Ivy 3 Shell	48	-48	10	Paradons Milestone OVER THE RAINBOW	8.1	67	9.	MY LOVE Cole-Kenton Capitol
16,	17	7	DEVIL OR ANGEL Bobby VeeLiberty	49	39	5	Baysiders Everest ROCKING GOOSE	82	88	5.	SERGEANT PRESTON YUKON Ray Stevens
17	16	8	YOU MEAN EVERYTHING TO ME Neil SedakaVictor	50	34	<b>4</b>	Johnny & HurricanesBig Top  MY LOVE FOR YOU  Johnny Mathis Columbia	83	85	5	SINCE I MET YOU BABY Bobby Vee Liberty
18	27	3	SAVE THE LAST DANCE FOR ME Drifters Atlantic	51,	5,7	2	I WANT TO BE WANTED	84	56	14	WALKIN' TO NEW ORLEANS Fats Domino Imperial
19	18	16	MISSION BELL Donnie Brooks Era	52	58	5	MALAGUENA Connie Francis	85	<b>—</b>	ı	NORTH TO ALASKA  Johnny Horton Columbi
20	20	4	THREE NIGHTS A WEEK Fats Domino Imperial	53	60	Ú,	A WOMAN, A FRIEND, A LOVER Jackie Wilson Brunswick	86		ì	SUMMER'S GONE Paul Anka ABC Par
21	19	5	MOVE TWO MOUNTAINS Mary Johnson	54	61	17	I'M SORRY Brenda Lee Decca	87	-	ľ	GHOST OF BILLY MALLOO Dorsey Burnette Era
22	30	7	THE SAME ONE Brook Benton Mercury	55	71	2	COME BACK Jimmy Clanton	88		5	BLUE VELVET Statues Liberty
23	32	4	I WALK THE LINE Jaye P. Morgan MGM	56	.,74.	2	BLUE ANGEL Roy Orbison Monument	89	<del>-</del>	4	JUST A LITTLE Brenda Lee Decca
24	33	5	YOU'RE LOOKING GOOD Dee Clark	57	80	2	BEACHCOMBER Bobby Darin	90	95	2	GIRL WITH STORY IN HER EYES Safaris Eldo
25	23	13:	ITSY BITSY BIKINI Brian Hyland Kapp	58	84	4.		91		13.	NO Dodie Stevens Dot
26	22	7	ANY MORE Teresa Brewer Coral	59	89	2	SHIMMY LIKE KATE Olympics Arvee	92	62	3	Jimmy Clanton Ace
27	28	11	IN MY CORNER OF THE WORLD Anita Bryant Carlton	60	90.	2	A FOOL IN LOVE Ike & Ting Turner Sue	93	75	7	TONIGHT'S THE NIGHT Shirelles
28	4-7	8	HONEST I DO Innocents Indigo	61	91	9	IT ONLY HAPPENED YESTERDAY Jack Scott Top Rank		72	_	Paul Evans Guaranteed I SHOT MR. LEE
29	29	3	LET'S THINK ABOUT LIVING Bob Luman WB	62	79	16	IMAGE OF A GIRL Safaris Eldo		70	9	BobettesTriple X GEE BUT I'M LONESOME
30	25	· <b>9</b>	OVER THE RAINBOW Dimensions Mohawk	63	77	13.	BIG BOY PETE Olympics Arvee		68	4	Ron Holden Donna IF I CAN'T HAVE YOU
31	26	14	FINGER POPPIN' TIME Hank Ballard	64	50	-3,	AND NOW Della Reese	98	66	14	Etta & Harvey Chess FEEL SO FINE
32	35	8	HOT ROD LINCOLN Johnny Bond Republic	65	99	2	FIVE BROTHERS Marty Robbins Columbia	99	65	6	Johnny Preston Mercury WE GO TOGETHER Jan & Dean Dor
33	36	4	I'M NOT AFRAID Ricky Nelson		73	18	PLEASE HELP ME, I'M FALLIN' Hank Lockli Victor	100	63	6	CANDY SWEET Pat Boone Dot
_			may remain a series imperial				YIGIOF.				Dor

## **Monterey Jazz Fete Clicks**

It opened with half-dozen chil-dren, backs to audience, sitting on-stage around Jon-Hendricks, while vouped at stage rear were folk-singer Odetta, South African singer Miriam Makeba, gospel-singer Hanna Dean, saxophonist Pony Poindecter, blues singers Jimmy Witherspoon and Big Mil-ler, ike Isaacs Trio and a gospel-singing quartet, called Andrews Sisters.

Hendricks' idea, carried out beautifully, was to tell "History of the Blues," with illustrations, and that's precisely what he did, for 90 minutes. Each artist offered numerous illustrations, winding up with Big Miller preaching vest-pocket sermon to crowd and audicate the property of ence responding by standing and clapping ting to "House of the

Lord."

The Saturday night show got tremendous reception from festival's biggest audience, more than 7,000 for gross of \$28.580.

It was, in many respects, tribute to the genius of Ellington, who was commissioned to write a new work, a four-parter entitled "Suite Thursday", based on the John Steinbeck novel, for this fest.

Flington world-premiered this

novel, for this fest.

Ellington world-premiered this suite in first set, and it proved bouncy, infectious music close to his best productions.

Cannonball Adderly, quintet followed with set in which waltz-like "Blue Daniel" and the great "Dis Here." featuring long, fine solos by Cannonball and Brother Nat, ware standarts were standouts.

were standouts.

Lamber t-Hendricks-Ross trio next proved smash, with scat number in which Hendricks imitated half dozen bassists correctly.

Then Jimmy Rushing waddled onstage and, with Duke's band swinging in support, wowed crowd from last year, and gross on this with clutch of old favorites. This stanta of the festival was estimated was night peak, and crowd refused to let Rushing offstage until he begged off with more blues.

It wasn't until the Saturday (24)

The Sunday afternoon show, afternoon show, with about 3,800 with 4,100 on hand and \$10,000 persons on hand, that the festival gross, was a big crowd-pleaser. went into orbit and really reached It opened with half-dozen chil- festival quality. festival quality.

Here careful programming—and a programming concept—paid off abundantly. The theme of the afternoon was "New Music," and the whole show was preceded by a little talk by Gunther Schuller, composer-conductor who acted a commentator throughout the afternoon.

John Coltrane's Quartet started things off with three long numbers, climaxed by a gorgeous, fragment-ed version of "My Favorite Things" this "Sound of Music" pops tune acquired depth and tremendous drive as Coltrane wailed his tenor

acquired users and contrasts."

Articles as Coltrane wailed his tenor over his hythm group.

Schuller next presented two of his wn compositions, "Abstractions" and "Conversations," with small orchestras.

Final set of the afternoon corprised five numbers by Coleman's quartet—Coleman, Don Cherry on his "pocket" trumpet, Earl. Blackwell on dryms and Coleman's new bassist, Scott LaFaro.

Schuller, in introducing Coleman, explained his music is "alogical extension of jazz. (with continuous, unabated variation, full of surprises and contrasts."

full of surprises and contrasts."

Coleman then proceeded to demonstrate exactly what Schuller meant with a virtuoso performance. Opening concert, Friday (23) night, was in some respects something of a dud.

On paper, the program sounded terrific—Gerry Mulligan's new 13-member band, the Andre Previn Tito, oldtime blues singer. Helen Humes making a comeback and, of course, the festival's single em-

half-hour set, seemed still to be groping its way to real ensemble work, though individuals showed

work, though individuals showed style and drive, especially sax man Gene Quill in Mulligan's own "18 Carrots."

Previ playing with Red Mitchell's fine bass and Frank Capp's drums, did nice, if unexciting, work and it wasn't until his set's last two numbers that Previn began swinging.

Miss Humes probably was the standout of the first evening, starting routinely on nice renditions of a pair of '30's numbers, and then going into some superior bluesshouting.

#### Monterey Jazz-Ma-Tazz

Monterey, Sept. 27.

Monterey, Sept. 27.

Fest orderliness was almost frightening—no sign of riot or even any minor disturbances. Nevertheless, Monterery police had 40 to 50 cops on hand nightly. One reason for fest calm could be the case with which cars were parked at \$5,000-auto lot adjacent to 22'2-acre Monterey. Fair Grounds, Autos could and did whip i and out with no strain another possible reason may have been that fest general manager Jimmy Lyons kept music going at all times once night shows got underway—idea was to prevent large knots of people from accumulating at intermissions, and easiest way to accomplish this was to have no intermissions. termissions.

onstate exactly what Schuller meant with a virtuoso performance. Opening concert, Friday (23) annonball Adderly quintet follow Daniel and the provided with set in which waltz-like up Daniel" and the great "Dis. On paper, the program sounded terrific—Gerry Mulligan's new 13-member band, the Andre Previous rich, of course, is a local promotion—was getting to much space in the daily ... one result was that advance ticket sales in the daily ... one result was that advance ticket sales in othern Northern Prisco gress, the Lambert-Hendricks-Ross triot to green and, with Duke's band for course, the festival's single general process, the Lambert-Hendricks-Ross triot to green and, with Duke's band for the opener, a crowd up 30% of course, the festival's single general process of the proving the p

## Richard Rodgers' Lyric Solos

Vet Composer's Decision to Write Words for Remake Of 'State Fair' Is Not the First Effort

Richard Rodgers' decision to try show, incidentally, a fifth song, riting his lown lyrics, for the hird remake (20th-Fox) of "State air," is actually not a first for lim. He wrote the words to the vival of "Babes in Arms" (new Place With You" (copyrighted Decook by George Oppenheimer); writing his own lyrics, for the third remake (20th-Fox) of "State Fair," is actually not a first for him. He wrote the words to the revival of "Babes in Arms" (new book by George Oppenheimer); and musicomedy historian Stanley Green, who was at the same boys' camp which had, at various times,

camp which had, at various times, Dick Rodgers, Frank Loesser and Charles ("Bye Pye Birdie") Strouser cealls that Richard C. (for Charles) Rodgers (long since dropped) wrote "Campfire Days" in 1916 when he (Rodgers) was 14. It was published in the Camp Wigwam (Harrison, Maine) Song Book.

In 1917 Rodgers also wrote the words to "When They Rub Noses In Alaska," ("if your sweetieshould prove fickle, you can love her for a nickel"), and "I"m A Vampire," for "One Minute-Please," presented by the Akron Club a Manhattan social group, for benefit of the N.Y. Sun Tobacco Fund (these were the World War I years) at the Hotel Plaza grand ballroom Déc. 29, 1917. Doe Benefit of the N.Y. Doe Benefit Strough (1) was the second of the property of the control of the N.Y. Sun Tobacco Fund (these were the World War I years) at the Hotel Plaza grand ballroom Déc. 29, 1917. Doe Benefit Strough (1) was the property of Fund (these were the World War I years) at the Hotel Plaza grand ballroom Dec. 29, 1917. Doc Bender now the agent, directed; some other lyrics were also credited to Ralph Engelsman, to which Rodgers did the tunes. In 1919 (aged 17), he self-published four songs—"Twinkling Eyes." "Asiastic Angles," "Love Is Not In Vain" and "Britterfly Love" for his second musical production, titled "Upstage and Down," also presented by the Akron Club, for beneft of the Infants Relief Society. March 8, 1919 and the Waldorf-Astoria's grand ballroom were the date and seene of this production.

Presumably too good to scrap, it was retitled "Twinkling Eyes" and presented at the 44th St. Theatre on Broadway, but still a semi-pro offering, this time under auspices of the Brooklyn YMHA and for a new beneficiary, the Soldiers & Sallors Welfare Fund. In this

Place With You" (copyrighted Dec. 19, 1919), sung by Alan Hale and Eve Lynn in "A Lonely Romeo," starring Lew Fields; song was added to the score of the show. And while Rodgers and Oscar Hammerstein 2d date their bigtime and smashing collaboration from 'Oklahoma!" (1943), their very first song was "Room For One More," sung in the 1920 Columbia Varsity Show, "Fly With Me," which otherwise had an all-Rodgers & Hart score.

wise had an all-Rodgers & Hart score.

Lew Fields (Weber &), father of librettists - playwrights Dorothy, Herbert and Joe Fields, starred in 1924 in "The Melody Man" and its two song interpolations. "I'd Like To Poison Ivy" and "Moonlight Mama," were collectively bylined "Herbert Richard Lorenz," a combo credit for Herb Fields, I\u00e4 Rodgers, and Larry (Lorenz) Hart, so its' assumed Rodgers there had no lyric collaboration, merely doing the melody.



## TAKE IT FROM THE TOP!

THIS TOP RANK COMBINATION SPELLS HITSVILLE GET A PIECE OF THE ACTION NOW!



#### DOROTHY Just released and

already zooming... Derethy Collins' UNLOCK THOSE (RA-2074)

**CHAINS** unlocking sales all ever the count I'LL BE YOURS YOU'LL BE MINE



## **PRESTON**

In a finger snappin' bongo bustin' debut on TOP RANK, Preston Epps is headed for the top

BONGOLA (RA-2087)

**BLUE BONGO** 



## Jack Scott breaks

all records with his latest smash... PATSY (RA-2075)

b/w Give Me That Old Time Religion.



## **GARY**

**English sensation** f"look for a Star" follows with another winner...

BABY (RA-2071)

TOP TEEN b/w DON'T FORGET



#### New York

Jimmy McHugh Music planning to open foreign offices throughout Mike Shepherd joined Europe United Record Corp. Newark, to head the special promotion department for the pressing plant Lois Van Duyne, production director for the Warwick Rec-ords-United Telefilm Records com-bine, married Antonio Patrizio Suppa (Count Aldobrandini) Sun-Suppa (Count Aldobrandini) Sunday (25) in Toronto . . . Maestro Paul Lavalle on a musical goodwill tour in celebration of Cities Service Oil Co.'s 50th anni . . . Jaye P. Morgan, MGM disker. guests on Tennessee Ernie Ford's NBC-TV show tomorrow (Thurs.). . . Routeltte Records moved to its Broadway & 50th St. offices last week.

Marlene Marcus will head the production department and assist in the sales division of Hanover-

OF THE WEEK TOMMY **EDWARDS** BLUE

ROSEMARY CLOONEY RCA VICTOR

## MANY A WONDERFUL MOMENT

FAMOUS MUSIC CORPORATION

SONGS

Enough for a musical. I am so confident they will hit, I will sell them on terms with moderate down payment. If you come and see you will be

TRafelgar 7-2200, Ext. 1014

signed the Fabulous Four, singing quartet, for his upcoming 28-city tour.

Chicago

Chicago
Three Suns and 83er Al Morgan
latest Associated Booking Corp. acquisitions... Les McCann combo
into the Sutherland Hotel. Oct. 26.
... Dave Brubeck in for taping tonight (Wed.) of "Playboy's Penthouse" tv syndicationer... Chico
Hamilton down for the Judge's
Chambers, St. Louis, Oct. 12-16,
and set to play the Chi Cloister.
Oct. 17 for two stanzas... Roy
Hamilton inked with the Lake
Mcadows restaurant here for an
Oct. 12 preem. Room also booked
Gloria Lynne and the Earl May
Trio to start Dec. 7.

#### San Francisco

San Francisco

Earl Hines will depart the Hangover Club, where he's been a fixture since 1955, to take his band
on tour early in October. Show featuring Jimmy Rushing is due to
take over Oct. 7 ... Ahmad Jamal
quartet's due at the Blackhawk
Sept. 30 for 10 days, following
Teddy Wilson. Howard Rumsey!
Hollywood group, which includes
Frank Rosolino and Bob Cooper, is
scheduled into the club Oct. 11
and they'll be replaced Oct. 25 by
the Shorty Rogers crew ... Ornette
Coleman quartet goes into the Jazz
Workshop and Workshop's Art
Awerbach has signed James Moody
for an Oct. 25 opening .... Boule
Noire opening with Benny Barth
trio.

#### Philadelphia

Philadelphia

Bullmoss Jackson, formerly in the rhythm & blues sector lately doing odd jobs in local bistros and clubs, making a comeback on the Warwick Label . Larry Cohen giving up teaching history in junior high to become regional promotion man for United Artists . . Ahmad Jamal planning to cut down-his road work and opening a night club in Chicago where he will feature himself six months a year . . Mayo's Showplace launching a show policy, with Joe Valino current to be followed by Bob Fano, Bob Manning and Joan King . . Toni Harper to be featured in the Contemporary Music Guild concert under the direction of Jimmy DePreist, at Irvine Audiforium, Oct. 16 . . Tony DeSantis, skedded to be a halfback in Temple University's grid squad this fall, gave up his atheltic scholarship to become road manager for Fabian and Frankie Avalon.

#### Mpls. Symph's 'New Look': To Play MJQ Jazz Work

To Play MJQ Jazz Work

Minneapolis, Sept. 27.

When the Minneapolis Symphony opens its 58th season Nov.

4 it'll feature a "new look." In addition to its new conductor, Stanislaw Skrowaczewski of Poland, there'll be a new associate conductor, Frank Miller, and three other new faces in key positions. Something brand new will be the performance of a piece for jazz quartet and orchestra, headlining the Modern Jazz Quartet. Soloists who will be making their first appearance with the orch include tenor Richard Tucker, violinists Johanna Martzy and Christian Ferras and planists Gary Graffman, Samsen Francois and Malcolm Frager. Guest conductors who will appear for the first time. who will appear for the first time are Colin Davis, Peter Maag and Walter Hendl.

**HAMILTON** 

## RETAIL ALBUM BEST SELLERS

(A National Survey of Key Outlets)

This Last No. wks.

wk	. W.	on el	iart ,
1	1	- 7	KINGSTON TRIO (Capitol) String Along (T 1407)
2	2	24	BOB NEWHART (WB) Button Down Mind (W 1379)
3	3	8	FRANK, SINATRA (Capitol) Nice 'n' Easy (W 1417)
4	4	24	SOUND OF MUSIC (Columbia) Original Cast (KOL 5450)
5	5	7	BRENDA LEE (Decca)
6	8	6	JOHNNY MATHIS (Columbia)
7	7	15	Johnny's Mood (CL 1526)  PAUL ANKA (ABC-Par)
В	10	24	Paul Anka Sings His Big 15 (ABC-323)  KINGSTON TRIO (Capitol)
-	6	11	Sold Out (T-1352) SHELLEY BERMAN (Verve)
). ).	14	7	Edge of Shelley Berman (MGV-15013)  DAVE GARDNER (Victor)
į.	9	23	Kick Thy Own Self (LPM/LSP 2239) ELVIS PRESLEY (Victor)
ľ.	-		Elvis Is Back (LPM 2231)
2	11	24	CAN-CAN (Capitol) Soundtrack (LOC 1032)
3 	12	22	SOUTH PACIFIC (Victor) Soundtrack (LOC 1032)
	15	24	TERRY SNYDER (Command) Persuasive Percussion (RS 800-50)
5	13	24	SHELLEY BERMAN (Verve) Inside Shelley Berman (MGV 15003)
3	.16	24	BILLY VAUGHN (Dot) Theme from a Summer Place (DLP 3276)
7	18	7	RAY CONNIFF (Columbia) Young at Heart (CL 1489)
3	23	19	DAVE GARDNER (Victor) Rejoice Dear Hearts (LPM 2083)
)	17	23	PLATTERS (Mercury) Encores of Golden Hits (MG 20472)
)	19	7	BILLY VAUGHN (Dot) Look for a Star (DLP 3322)
Ĺ	24	5	TENNESSEE ERNIE FORD (Capitol) Sing a Spiritual With Me (TAO 1434)
2	21	21	BEN-HUR (MGM) Soundtrack (1 E 1)
3	22	17	MITCH MILLER (Columbia) Sentimental Sing with Mitch (CL 1457)
	20	6	BOBBY DARIN (Atco) Bobby Darin at the Copa (LP 122)
5	36:	.2	CONNIE FRANCIS (MGM) Sings Spanish & Latin Favorites (E 3853)
3	÷.	1	GEORGE SHEARING (Capitol) White Satin (T 1334)
ľ.	30	10	BILL DANA (Signature) My Name Jose Jimines (SM 1013)
	31	17	WOODY WOODBURY (Stereoddities) Laughing Room (MW 2)
)	33	24	HENRY MANCINI (Victor) Mr. Lucky (LPM 2198)
)	35	2	LOS ADMIRADORES (Command) Bongos (R 809)
	25 26	24	CONNIE FRANCIS (MGM) Italian Favorites (E 3791) ELLA FITZGERALD (Verve)
· -	27	11	Ella in Berlin (MGV 4041)  EVERLY BROTHERS (Cadence)
<u>`</u>	28	22	It's Everly Time (W 1381)  HARRY BELAFONTE (Victor)
_	32	16	Belafonte at Carnegie Hall (LOC 6006)  RAY CHARLES (Atlantic)
	37	4	In Person (8039) MARTY ROBBINS (Columbia)
	39	17	More Gunfighter Ballads (CL 1481) MANTOVANI (London)
1	29	14	Songs to Remember (LL 3149) RAY CHARLES (Atlantic)
_	34	8	Genius of Ray Charles (1312) BELLS ARE RINGING (Capitol)
Ť	38	4	Soundtrack (W 1435) DORIS DAY (Columbia)
			Show Time (CL 1470)

#### 'Corn' Field

Continued from page 59 dominating that market. Nearly one-third of Augusta (Ga.) were in

one-third of Augusta (Ga.) were in the country-oriented class and Denver's total market is one-fourth c&w making it the number three most-penetrated market of the study.

Citles in the survey were Atlanta, Baltimore, Augusta (Ga.), Charlotte (N. C.), Denver, Dallas-Ft. Worth, Houston, Kansas City (Mo.), Long Beach-L. A., Memphis, Miami, Nashville, Orlando, Phoenix, Tucson, San Bernardino, Salt Lake City, Utica-Rome-Remsen (N. Y.): Lake (N. Y.).

(N. Y.):
On the speaker's dais during the
N. Y. meet were: Leroy Gloger of
KRCT; Houston; Kurt Meer of
KCUL, Dallas-Ft. Worth; Carl
Brenner of WBMD, Baltimore;
Olin Tice of CBS who also-owns

wall, Chariotte; Coleman Finkel, exec-veepee of Executive Commu-ications Inc.; Norman (Bud) Mess-ner of WCBG, Chambersburg, Pa.; Louis Hayman, owner of WSHE, Raleigh, Dr. Sidney Roslow and Charles Bernard.

#### Artist-Disk Deals

Columbiar Arena Twins
The Arena Twins have been signed to Columbia Records by Ernest Altschuler, pop records producer: Their first single "Notify The F.B.I." and "Oh, What A Shame") will be released this week. boys are managed by Julian

Top Rank: Al Hibbler
Al Hibbler, a longtime Decca
disker, will now record for the Top
Rank label. The new affiliation reunites Hibbler with Paul Cohen,
onetime artists & repertoire man
at Decca now a&r'ing for Top Rank.

#### Frisco AFM Winner

San Francisco, Sept. 27.
Johnny Cordoni dance band won
AFM Local 6's Frisco area contest.
lost week in the AFM's best new
band competition.
Cordoni's 12-piece orch will compete in regional finals at Frisconext mont!

#### NOTICE OF SALE

A.B.C. MUSIC CORP. BOGAT MUSIC CORP. BOURNE, INC.

NOTICE IS HEREBY GIVEN t gursuant to an order of the Appoints Division of the Supreme Court, First Judeial Department, all st the Issued and outstanding shares of steak of A.B.C. Music Corporation in the Suprement of the Corporation and Bourse, Inc., ill, be seld in separate Parcels, or as: a unit, at public auxilian in the Surrepath's Court, New York County, Reem 519, Mail of Reserds, Chambers and Lafaytte Streets, New York, N. Y., so Octaber 14, 1960 at 2:30 evisets in the afterness.

A copy of the Torms of Sale teacher with financial statements and other information concerning the Companies may be presured from the undersi ed Executors at the ad-dress indicated below.

The Court has fixed an aggregate upse price for all of the Parells at \$2,100,000....

Dated: New York, August 15, 1960.

AUBUL 13, 1980,
MARY ELIZABETH KEEDICK
MARY M. BOURNE
JOSEPH TRACHTMAN
9/8 HON. JOSEPH A. COX
SUTORIST'S COURT.
Hall of Records.
31 Chember Street
New York T. N. Y.

CLIMBING TO THE TOP

## THEME FROM THE **APARTMENT**



Dots Hot **VAUGHN** 

and HIS ORCH. "Theme From THE SUNDOWNERS" #16133

GREAT GREAT GREAT GREAT GREAT GREAT THEME FROM

"THE DARK AT THE
THE DARK AT THE
OP OF THE STARRS
OHET ATKINS... ROAVICTOR
FRANK CHACKSFIELD. LONDON
PERCY PAITH... COLUMBIA
ROBERT HOLLIDAY... EVEREST
JACK PLUS...
COR'S MELODY FROM
"THE BARK AT THE **GREAT RECORDS** THEME FROM ŊΕ "THE **GREAT THEMES** SUNDOWNERS" FROM GREAT ROBERT HOLLIDAY . . . EVEREST MANTOVANE.....LONDON **PICTURES** MCR PLEIS ..... DECCA BY GREAT FELIX SLATKIN .... LIBERTY THE BARK AT THE TOP OF THE STAIRS! THOMPSON .. RCA-VICTOR COMPOSERS BOB THOMPSON .. RCA-VICTOR BILLY YAUGHN .... DOT

GREAT GREAT GREAT M. WITMARK & SONS GREAT GREAT GREAT

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QUINTETTE

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Oct. 3 - Oct. 8-METROPOLE, New York

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# HICK FAIRS GET HIP AND SLICK

## Philly Downbeats Rydell With Thin 5G ANGLING MORE But Coldstream Guards Hit Big 15G

Philadelphia, Sept. 27. Local showmen are wondering whether quality of the attractions,

the fact that the youngsters' allowances aren't what they used ena here. During the past week the city had contrasting boxoffice returns at the Arena which may have implications on national scale.

Philadelphia, normally regarded as a good rock 'n' roll town, gave "The Biggest Show of 1961" with a cast headed by Bobby Rydell, an extremely small \$5.000 for two shows on Saturday (17). But The Coldstream Guards in one show on Tuesday (20) returned a sellout \$15,000.

Rydell, who has a record ("Vo-lare") in the Top Ten and is also on the hit-list "a lower position was putting on a display in his home town. Accounting for his poor biz, it's argued that rock 'n' roll is

ances as they used to.

Should this be the case, then
many types of shows appealing to
the younger crowd, and possibly
the collegians, are in deep trouble.
Whatever factors are involved, the

Whatever factors are involved, the impression in som quarters is that the boxoffice is becoming more and more the domain of the elders at least in these parts.

Whether Philadelphia is the beliwether of similar stuation around the country, remains to be seen. But the gate of these two attractions has given local showmen food for thought.

#### 'ICE CAPADES' ' 600G **RECORD IN N.Y. STAND**

The 21st edition of "Ice Capades" which completed its run at Madison Square Garden, N.Y., last Wednesday (21) hit its highest Garden gross in history with a huge \$600,000. Some of this is due to the fact that this year's run, 22 days, was longer than any other "Capades" engagement at the Garden, but generally, business was higher. Last year's take was \$500,000.

Last year's take was \$560,000.

The final night of the show was closed to the public having been bought out by American Tel. & Tel. for its 'employees. The show was closed on Labor Day evening. "Ice Capades" started its run Aug. 31 with a near sellout, but biz was not too forte before Labor Day. However, sales perked up to sellout proportions after the holiday despite a lot of bad weather. Layout moved on to Cleveland after the Garden run.

#### Avoirdupois, Will Travel

Avoirdupois, Will I rave
Pressagents Eddie Jaffe and
Sam Gutwirth are now staging
a "Miss Buxom America" contest presently slated for Asbury Park (N.J.) Convention
Hall in October. It's open to
girls over 150 lbs.
One of the prizes is a week
at Seton Inn, a reducing spa
in Lakewood, N.J.

## **Exec Shakeup** Due at Ky. Fair; Hits 20G Deficit

biz, it's argued that rock 'n' roll is on the downbeat, but that has been heard for several years. The show, promoted by Irving Feld, had been given a lot of advance plugging.

On the other hand, the Coldstream Guards taking what is ordinarily an offnight 'Tues.' not only sold out the Arena, but turned many away. It's a traditional military band, imported by S. Hurok for a swing around the country, and which has little or no juvenile appeal.

Local showmen haven't yet made up their minds as to the possibility that the record singer format has run its course, in this town any, or whether there are deeper factors involved. Feeling by some is that there is a downward dent in the economy, and the youngsteen stream of the control of the stream of the st

promoters was \$8,000 and has other expenses to pay.

This year's disappointing attendance bodes major changes in the plans for future fairs in Louisville. Resignation of Fair Board Consultant H. Clyde Reeves with the close of the fair, leaves the top executive job open. Kentucky State Fair has, for years been a sinecure for political favorites.

Entratter Car Crash

Hearings On in Vegas

Hearings Un in Vegas.

A preliminary hearing for Sands Hotel prexy Jack Entratter on a manslaughter charge continued the week after Justice of the Peace Oscar Bryan heard several persons testify during an all-day session Friday 23).

Entratter was charged with Involuntary manslaughter as a result of the death of New York electronies manufacturer, David Ormont, 50, who was a passenger in Entratter's car which was en route to Lake Mead Aug. 27.

#### Seymour Morris Heads Schine's Ad-Pub Div.

Schine's Ad-Pub Div.

Gloversville, N. Y. Sept. 27.
Seymour L. Morris, for 20 years
director of advertising and publicity for the Schine Theatre Circuit;
has been transferred to the New
York offices as head of the Schine
Enterprises' hotel division's adveriising, publicity and promotion department. Seymour J. (Sy) Evans.
Morris' assistant in Gloversville
since 1951, is now director of theatre advertising and publicity.

# FOR SUBURBIA

The function of the oldtashomed agricultural fair is rapidly changing. The rural exhibits, once run for the entertainment of farmers in the area, are in many cases, now encroaching suburbia, and entertainment patterns as well as the essential function of the fair is undergoing a revolution that makes the oldfashioned farmer's outing as outdated as the oldtime general

outdated as the oldtime general store.

According to Louis W. Davis, director of the Long Island Fair, held annually at Westbury, on the grounds of the Roosevelt Raceway, from Oct. 8-16, the fair is one form of show business that is changing most rapidly. The fair shows that used to pull in farmers and exhibitors, now draw on sophisticated urban and suburban centers. They now cater to a different clientele, and as such had to revise the type of exhibits, the brand of entertainment bought for the grandstand shows and the method of selling. The L.I. Fair, he pointed out, has become a community project on which businessmen and industrialists work on a voluntary basis with the fair directors. Located in an area that has now been (Continued on page 64)

(Continued on page 64)

#### Ind. State Fair Shows Up 36G Over Last Year Despite Attendance Dip

Indianapolis, Sept. 27.

Indianapolis. Sept. 27.
Total gross for three Coliseum shows at 1960 Indiana State Fair, Aug. 31-Sept. 9, was up \$36,000 over 1959, although fair gate admissions were off about \$35.000, fair officials reported here. The 1960 take was \$119.377 in five days for shows featuring Pat Boone, Lennon Sisters, Duke Ellington, Ahmad Jamal, Dukes of Dixieland. Les Brown, Tennessee Ernie Ford and Anita Bryant.
Declines in over-all gate admissions to \$274.227 from 1959 fotal of \$308,890 was attributed largely to summer's worst heat wave. Total receipts for seven fair attractions plus gate admissions was \$578,788, compared to \$604,72 in 1952.
Ford packed the Coliseum at the Indiana State Fair with 28.191 persons for four shows to break the State Fair record despite temperatures in the 90s. Gross was \$75.006. Ford and his trouper received 60% of the gross, or \$45,363. He was guaranteed \$25.000 for the four shows. Anita Bryant, Carlton recording artist, was the only woman in the show.

Earlier in the week, some 12.103 persons paid \$30,120 to hear Boone in two shows. This compared with his last, visit, two years ago, when Boone in three performances played to 27.094 persons who paid a total of \$68,202. Boone received \$20,000 under a contract that called for that sum or 60% of gross receipts, whichever was higher.

#### RINGLING CIRCUS SUES BEATTY OVER SLOGAN

"Ice Capades" started its runn Aug, 31 with a near sellout, but bit was not too forte before Labor Day. However, sales perked up to sellout proportions after the hoilday despite a lot of bad weather. Layout moved on to Cleveland after the Garden run.

Cincry's Beverly Hills

Sets Remodeling Hiatus Cincinnati, Sept. 27.

Beverly Hills, Greater Cincy's are bitery on the Kentucky side of the Ohio River, will shutter after the New Year's Eve two framer for extensive remodeling Reopening is tentatively pegged for late March.

Current talent includes the Moron-Landis Dancers, in their second year, and Gardenr Benedict's orch, the Jimmy Wilber trio and singing planist Larry Vincent; by David Thimar.

August moved on to Cleveland after the Rew Year's Eve two framer for extensive remodeling. Reopening is tentatively pegged for late March.

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## Name Shortage, Tax Arrears Point To KO of Chi's Famed Chez Paree

Definitely Iffy

Las Vegas, Sept. 27.
Marquee at the Sands over
the weekend read: "Sammy
Davis Jr. and maybe Dean
Martin."

Jack Entratter, Sands prexy, Jack Entratter, Sands prexy, explains that Martin was visiting for a few days, poined Davis onstage the first night, and might repeat at any performance while he's in town. He's expected to sub for Davis this weekend because of the entertainer's observance of the Yom Kippur (Day of Atonement) holy day.

## **Other Chi Spots Eye Chez Paree Talent Regulars**

Chicago, Sept. 28.

Chicago, Sept. 28.
With the Chez Parce apparently in permanent eclipse (see separate story) after some 28 years as midwest nitery kingpin, the trade game now is figuring what's to happen with the attractions which regularly played the spot.

regularly played the spot.
Collateral poser is what effect
the foldo will have, if any, on surviving Windy Cily clubs.
Generally agreed by the percenteries is that there'll be little
problem switching Chez staples to
other rooms. It's already happened
in several.

problem switching Chez staples to other rooms. It's already happened in several

Jack E. Leonard has long since confined his nitery activity here to the small rooms (most recently Mister Kelly's), while Sophie Tucker has clicked at the Palmer House Empire Room and storyteller Myron Cohen is winding a successful pioneering stand at the Drake Hote's Camellia House. There are others, of course, but these come quickly to mind.

Certain elements of the Chez roster are apt to tantalize Kelly's boniface Oscar Marienthal, though specific considerations are remote from the dicker stage yet. In other instances—e.g., Red Skelton, Tony Martin, Eydie Gorme—likelihood is that house booker Merriel Abbott will cast a covetous eye on them for the Empire Room. Miss Gorme, in fact, played the big swankery prior to going into the Chez over a year ago.

What's pivotal in terms of these names, to be sure, is the fact the Empire Room can stand the coin demand with much less strain than the small indies. Indeed, with demise of the Chez, Miss Abbott is seen emerging with possibly the dominant hand to play in the town's talent-tapping.

Withal, the two Rush St. intimeries—Kelly's and the Trade Winds—should also be strength-ened, with the latter's capacity edge a possible significance in some cases. Against that, however, is Kelly's growing rep as the "smart" room in town.

Overall, no marked rearrangement of influence is foreseen by tradesters, the line of the theory being that all operators figure tabenefit from the added talent available due to the Chez's misfortune. In any case, those who should know claim the other important considerations will continue to shape the nitery futures here.

#### Bob Hope to S.M.U.

Bob Hope to S.M.U.

Dallas, Sept. 27.

Bob Hope plays a return date
Oct. 1 at Southern Methodist U.s
colliseum. He'll be backed on the
show by The Brothers Four. Reserved seats go at \$2-\$2.50.

Comedian played this spot last
spring to a sellout crowd, day and
date with Red Sketton at State Fair
Music Hall. Both drew hefty
audiences.

saudiences . 73 and 1 and 1 and 1

Chicago, Sept. 27.
Chez Paree, flagship of the midwest nitery structure since 1932, apparently is down for the count—kayoed by a variety of indigo ink factors.

Nitery

ink factors.

Nitery went dark list June when it couldn't pact headliners to rally biz over the hot weather stretch. It had planned to relight earlier this month but failed, and at presstime the room was in dusty disrepair, its phones disconnected.

There was no direct foldo announcement from co-owners Dave Medlevine—but no denials, either, to the street yak, reflected in press obits via the gossip columns, that the Chez was no more.

#### Burdened With Debts

the Chez was no more.

Burdened With Debts

No secret is the cabaret's heavy debt, including a hefty five-figure federal tax arrearage. Additionally, the club lost some rental income when the sales division of Ansco, film supplier and processor, vacated its space in the north section of the building some months back. Omen of an uncertain future appeared a year ago when the Chez, via its Fairbanks Court Bidg. Corp., posted the "for sale" notice on the three-story structure.

Meanwhile, trade buzz has Halper and Medlevine mulling a number of alternate moves, among them a reported shift to Las Vegas. For another, the partners are seen catching up with the times per a more intimate-cafe operation as part of a motel enterprise they would erect. But again, no comments from either party.

It comes as no revelation to the biz that what sloughed the Cliez was its dilemma as an economic and social anarchronism—accenting the general parlous state of the regulation clubs, some of which remain in contention only on the strength of their banquet business.

20G Weekly Nut

Counting kitchen and service personnel, and including electri-

Counting kitchen and service personnel, and including electricians, stagehands, band and line, it cost the Chez, by sound estimates, nearly \$20,000 a week just to open the doors. With the spending that characterized the 1940s withheld, and with fewer powerhouse attractions to go around, the biggery eventually began to find its star in rapid eclipse.

Short of a total overhaul, what it most needed in recent years was a plenitude of potent names. Only a handful — notably Red Skeiton, Sammy Davis Jr., and Louis Prima & Keely Smith—were available to it. Others which had been sure minters, no longer were, and some of these shifted to other rooms in town.

Chez was founded in 1932 h Chez was founded in 1932 by Mike Fritzel (since deceased) and Joe Jacobson, who some years ago sold the key to a foursome consisting of Halper, Medlevine. Jay Schatz (later aligned with Texas broadcaster Gordon McLendon) and Al Kaiser. Halper and Medlevine have had it to themselves the past few seasons.

#### HAROLD COHEN EXITS A-S FOR OWN AGENCY

Harold D. Cohen resigned last week from the Ashley-Steiner Agency to set up his own firm for representation and management of talent as well as production staffs and will package various shows. He had been with Ashley-Steiner for four years and prior to that was the director of business affairs for the American Broadcasting Co.

Cohen started in the agency business in the contract department of the William Morris Agency following his graduation from Cornell Law School where he was neil Law School where he was managing editor of the Law Re-view.

Red Buttons signed for the Con-tinental Room, Houston, Oct. 20.

## **Vaude, Cafe Dates**

New York

Mata & Hari arrived in New York following a South African tour . . . Dorothy Loudon repeating at the Blue Angel for seven weeks starting Oct. 10 . . Larry Wilder due at the Elegante, Brooklyn, Oct. 12 for one week . Jerry Vale on a last minute booking at the Town Casino, Buffalo Joe E. Lewis pacted for the Shamrock-Hilton, Houston, May 25 . . . Joey Bishop set for the Palmer House, Chicago, April 1 . . Pianist Fredrie Vonn started at the Henry Hudson Hotel . . Dick Allen opened a management office.

rie Von started at the Henry Hudson Hotel . Dick Allen opened a management office.

Jimmy Durante to play the Flamboyan, San Juan Jan 20 .

Myron Cohen booked for the Vapors. Hot Springs. Oct. 24
Betty Madigan set for the Shoreham, Dec. 20 . . Four Lads entered into the Copacabana. Nov. 10 .

Evelyn Knight inked for the Rudisson, Minneapolis. Dec. 27 . .

Lucille & Eddie Roberts move into the Mint. Las Vegas, Jan. 24
Stan Rubin & Tigertown Five, signed to the William Morris Agency, to do a concert tour next season.

#### Chicago

Chicago

Buddy Lester to Eddys', K.C., Oct. 28 for two . . . Joanie Sommers, current at the Chi Cloister, down for Freddie's Cafe, Minneapolis, Feb. 2-11 . . Evelyn Knight set for Hotel Radisson's Flame Room, same city, opening Dec. 27 . . . Johnny Desmond booked for the Roostertail, Detroit, Nov. 28 . . Myron Cohen inked for the Vapors, Hot Springs, Oct. 24.

Ford & Reynolds work Angelo's, Omaha, Dec. 9-17 . . . Singer Freddie Stewart into Huddle Embers, Indianapolis, Nov. 14 for a fortnight. Frank D'Rone to same spot Dec. 12 . . . Earl Grant signed with Rancho don Carlos, Winnipeg, Oct. 6 . . . Johnny Puleo and Harmonica Gang set for the Southern Club, Hot Springs, March 6. and the Holiday House, Milkwalkee, March 17.

#### San Francisco

Ahmad Jamal opens Friday (30) at the Blackhawk . . Ella Fitz-

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Laura Beth Leacox handling vocalist chores for Lee Williams orch
Tuesday Musical Club signed
pianist Van Cliburn for a March 21
concert at the City Aud Music
Hall. Others on regular series at
Joslyn Art Museum are Roberta
Peters. Oct 4: Richard Lewis, Nov.
20; John Browning, Dec. 9; Henry.
Szeryng, Jan, 11; and Chicago Little Symphony, Feb. 22 . Rise
Stevens and Dallas Symphony have
signed for Omaha Orch's concert
series this winter. Laura Beth Leacox handling vo-

#### Reno

DeCastro Sisters follow Reno date at the Holiday with Washing-ton, D.C., booking on Oct. 18. Lancers to Tahoe Harrah's on Oct. Lancers to Tahoe Harran's on Oct.

14 for four-weeker. Dick
Shawn to Coconut Grove on Oct.

Ford & Hines signed by
Riverside for two frames, bowing
Oct. 27 . Wilder Bros: in for
lounge date at Mapes. . . Johnny.

Mathis inked for early '61 date at Tahoe Harrah's . . . Kings IV billed for Nov. 24 date at Riverside . . Gaylords signed to open at Wagon Wheel, Tahoe, on Dec. 2 for one month.

#### London

All EMI labels are now being issued in stereo, with the addition this mouth of releases on Parlophone and MGM . Actor 'David Kossoff debuts as a vocalist on an Oriole EP, 'Songs from the Musical 'Oliver'" . Agreement between the Musicians' Union and commercial tv companies ups rates for arrangers, composers and convfor arrangers, composers and copy-lists . Trend towards disking ra-dio shows continues, with Fontana releasing today (28) a longplay "The Cream of Take It from Here" Label coincidentally pushes for arrangers, composers and copyout "Hits From The Gang Shows"

Bandleader Eric Robinson

#### Nelson at Memphis Fair

Memphis, Sept. 27.

Memphis' annual Mid-South
Fair, which tees off here for nine
days beginning Friday (23) has
inked Ricky Nelson for the final
two days (Sept. 30-Oct. 1). CharlieSpivak orch will also be on tap to
back up the Nelson crew.

Dale Robertson, tv star of "Wells
Fargo," will do two shows daily
during the entire fair with the
World's Championship Rodeo brigade.

ILL MITTLER, 1619 Broadway, New York

## Currently Third Week LIVING ROOM, New York "A masterful exhibition of showmanshi —New York Werld-Tologram & Bun

#### Brit. Vauders Ask Turn In Culture Exchange Act

VARIETY

Isle of Man, Eng., Sept. 27.

isle of Man, Eng., Sept. 27.
British vaude and light entertainment should be included in
cultural exchanges abroad, thus
raising its status to that of vaude
in other countries. This plea was
made by the British Variety Artsites' Federation at the annual
British Trades Union Congress
here

R. W. Swinson, Federation's gen-eral secretary, said drama, ballet, film festivals and music were all film festivals and music were all covered by such exchanges, but vaude productions were not. He referred to visits to the U.K. by the Moscow State Variety and the State Circus, and said the Russians would welcome visit from British variety and circus acts. A representative of the Russian Ministry in Igned London, said cultural exchanges rect. 21 with British vaude units would be most welcome in the USSR. Richies at and (Mr. Pastry) Hearne, English comedy actor, is being paged to visit the Soviet Union with a con-

# Grade Org. Bd

Lew Grade has resigned from the board of the Grade Organiza-tion, the agency which he founded with his brother, Leslie, years ago under the name of Lew & Leslie Cyard, Tile Grade Ltd.

He had not been active in the operation of the agency for the past five years, since the formation of Associated Television, the commercial tv programming company of which he is assistant managing director. He retains his original financial interest in the agency,

#### **Hick Fairs**

= Continued from page 63;

built up, the L.I. exhib had had to change the focal point of its appeal and its function to meet the everthanging picture in this field, he pointed out.

Today, he said, the L.I. Fair's entertainment roster comprises

Today, he said, the LI. Fair's entertainment roster comprises a mames from niteries and the disk field. Included will be Jackie Miles. Morey Amsterdam, Buddy Hackett. Morty Gunty, Phil Poster, Harvey Stone and others. In the field of exhibits, the fair will have major missile display, which will include the first showing of the Minute Man, as well as the Polaris, Bomarc, and the recovered nose cone of the Discoverer XIII. The Atomic Energy Commission is also cooperating with exhibits.

Commission is also cooperating with exhibits.

Davis pointed out that the original function of the fair, in which farmers brought their crops to be sold, has all but disappeared. The modern farmer today sells many crops in a frozen state, his wife doesn't have to make jellies to augment the family income, some crops are dehydrated, and some stored for later use. The farmer has little to sell at these fairs today, but wants to inform the public of the progress and problems of farm life. modern farmer today sells many

of farm life.

On the other hand, the communities in which fairs are held, have their own stories to tell, he said. Many use the fair to invite industry to come in, and help make the area a more self-sustaining community. The fair has become a show-case of manpower, natural resources, countryside, culture. At the same time, the fair has to appeal more to those who raise babies instead of cattle because of the expansion of urban and suburban areas.

areas.

The successful fair is a mixture of many appeals from the midway to baby contests to highly industrial exhibits. Next year, he said, the theme of the L.I. Fair will

the theme of the L.I. Fair will change from the space age to communication and transportation.

Extent of the cooperation given by the community to the L.I. Fair is seen in the fact that the Roosevelt Raceway contributes the ground for the event at no rental and businessmen and industrials put out a newspaper for the fair on a voluntary basis. With the rapidly expanding metropolitan area in which the event is located, the L.I. Fair expects a record-topping year.

## **Inside Stuff—Vaude**

Murray Munta's Knight Finance Co., Toronto, has disclosed plans for a \$3.000,000 luxury resort hotel in the Caledon Hills, west of Toronto, with a \$1.000,000 'children's heaven' modelled on Disneyland but with Canadian themes. Hotel itself will use name entertainers in its nightclub and dining room. The 140 acre development is now being

Candy Barr, onetime nitery stripper serving a 15-year prison term in Huntsville, Tex., for possessing marijuana, has been assigned to sew pants for male prisoners. She also plays the drums in the prison band and sings in the women's choir. Offstage she's Mr. Jack (Juanita)

#### One-Man Show

Christopher's Wonders Mibourne Christopher, Nancy Mibourne Christopher, Nancy Haskins, Bob Fischer, Ira Sanders, Di na Paoli. Produced by Brantz M. Bryan Jr.; opened Sept. 26 at Maidman Theatre, N. Y., \$4.60 top.

Milbourne Christopher is one of the better magicos in the profession and one who has tried, for some years, to elevate the level of his calling. In recent times, the art of magic has merely been an exhibit for club dates and living rooms, thus the vast literature, the rich tradition and the enormous rich tradition and the enormous entertainment to be found in this section of the craft has become all but wasted. The time is ripe for a revitalization of this craft, as Christopher has recognized. In recent years he has tried twice with one-man shows to restore magic to its proper place in the entertainment firmament His second attempt opened Monday (26) at the Maidman Theatre, N. Y.
Christopher is a nersonable ambi-

Christopher is a personable, amiable gent recognized as one of the top practitioners. Yet, despite his virtuosity, opening night witnessed less disciplined assistants who got less disciplined assistants who got in each other's way; the noisy and fumbling backstage crews further helped ruin illusion, dispel charm and spoil the best laid plans of an expert prestidigitator. It is little wonder therefore Christopher's abracadabra went away in his maiden try at the Maidman. Perhaps the most gauche item of the evening was the way an eagerbeaver stagehand raised the curtain, for a second bow, only to reveal how a cabinet trick was executed, it was distressing to see the magic of this show dissipated by ineptness of others.

Christopher has a way with gab,

by ineptness of others.

Christopher has a way with gab, handles his lines well, and is adept at tricks both large and small. He does especially well in the mindreading sections or, in latterday parlance, extra-sensory perception. Some of his major levitation tricks also come off well.

also come off well.

However, in an audience of adults many of the tricks and even the modus operandi appeared familiar. An evening of magic, when it comes down to it, becomes an exhibit of the performer's polish, charm, wit and nearly everything but deception. However, it takes firm execution to reach that stage, and because of faulty assistance, was rarely given opportunity to rise to that level.

Of course in an audience of chil-

to rise to that level.

Of course, in an audience of children, which becomes one field in which the magico is put at its severest test, a performer can attain the added element of enchantment and elders can be transported to that plane along with the youngsters. The first night had exceedingly few moppets to add to the evening. evening

evening.

Christopher has a wide catalog of tricks and props. He did revivals of some of the escape tricks made especially famous by Houdi; and he revived a memory of La Follette, the quick change artist. There was the sawing a woman in three parts, and making the midsection disappear. Of course, he did small card, handkerchief and rope tricks that give the midsection disappear. Of course, he did small card, handkerchief and rope tricks that give the magico opportunity to give an engaging account of himself. Christopher came well equipped, but failed to reckon with the stage-hands—a powerful union—and of his quartet of sorcerer's apprentices, only Bob. Fischer seems to be almost ready for solo operations.

#### Mort Sahl Launching 30-City Tour at \$100,000 **Guarantee: Will Play South**

Hollywood, Sept. 27. Mort Sahl, on Oct. 11, will open a 30-city tour of one-niters for which he is guaranteed, in aggregate, slightly more than \$100,-000. Only one gig is on a flat fee. opener, in an auditorium on Univ. of Minnesota campus. Figure \$4,000. All other engagements are for a specified guarantee against

Lowest guarantee is \$2,500, against 60%. Most dates are for \$3,000 against 55% and many too, are in college towns, although not on campus property. Such bookings are in Lansing and Ann Arbor, Mich.; Berkeley, Princeton, In bor, Mich.; Berkeley, Princeton. In some instances the comic will play theatres, such as the Paramount, Portland, Ore., and the Orpheum, Seattle. The New York engage-ment is at Town Hall Oct. 22.

percentage.

ment is at Town Hall Oct. 22.

Tour touches here Nov. 4 with a one-niter at Santa Monica Civic Auditorium, and following night at Pasadena Civic Trek winds Nov. 12 with stand at Masonic Temple, San Francisco. On election night, Nov. 8, Sahl will not work, his booker, William Morris agency, realizing it will be fough to be presented. realizing it will be tough to lure ticket buyers.

Sahl and his manager. Milt Ebbins, deny report that the comic will not play southern cities on grounds his material is "too controversial."

## THE MULCAYS

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## Hotels Best for Jobs in Far East

#### Yank Vauder's Closeup on Types of Boites in the 'Loew's Ganges' Belt

By JANET GREY

By JANET GREY

Bangkok, Thailand.

The Metropole Hotel, Karachi, is one of the largest hotels in the city, with 350 rooms. They play three acts in the Grill Room. They have six-piece band which plays terrific dance music, as well as excellent show music. The grill seats about 200 with a covercharge of 5 rupees (\$1) on Saturday night only.

The Beach Luxury Hotel is the next largest, although it is the newest. At the time we were there they had one act, who appeared three times doing one dance each time. They have a dance band of five men, who didn't play too well either for the dancing for the floorshow. They had a cover charge during the week of 5 rupees (\$1) and \$2 on Saturday, part of which applies towards your dinner. Seating capacity is 300.

The Palace Hotel plays two acts.

The Palace Hotel plays two acts. the Palace Hotel plays two acts, two shows, a night, one very short-one at 10:30 and the full show at midnight. The five-piece band is just fair, and cover charge is 5, rupees on Saturday; capacity about

The Excelsior Hotel is the only place that has a big show. However, the owner, although it is against martial law, expects all the girls to make "consommation" (mix). For that and other reasons, it is getting more and more difficult to get acts to work there, as word of the place gets back to the Middle East and Europe. Seats about 150 people, and cover charge is flexible—up to 30 rupees per person sometimes. The Taj and the Imperial hotels have just one if who sings and "mixes."

Pakistan
In Pakistan, there is a six-day week. You have to get a visa which will take anywhere from one day to a maximum of tw weeks. The Excelsior Hotel is the only

as it has liquor in it!

Evils of No-Drink

Naturally, with prohibition has come the inevitable bootlegging and illegal selling of smuggled liquor. Many eople now have a servant problem. The bearers and cooks feel, "Why should I work for 60 rupees a month, when I can make liquor or beer, and sell one battled the Princes, is ideally laid out. The tables are tiered up and you can see from any seat in the house. Seats about 250 and the cover charge is \$1. The six-man band plays grea. dance music and a great show. The outside garden room, called Sherazade, has the same show at popular prices; 20c cover during the week and 40c on Saturdays. The band is also good there.

The Great Eastern is a long narrow room where it is sort difficult to see. The he same. Special contents and the same show are it is sort difficult to see. The he same. Special contents and the same show are it is sort difficult to see. The he same. Special contents and the same show are it is sort difficult to see. The he same. Special contents and the same show are it is sort difficult to see. The he same. Special contents are shown to see the same show are it is sort difficult to see. The he same. Special contents and the same show are proposed to the same show are popular prices; 20c the same show are

there.

The Great Eastern is a long, narrow room where it is sort of difficult to see. The prices are the same. Sunday mornings they have a "breakfast show" at 12 o'clock, otherwise it is only one show a night. They play two acts, both coming from England, generally a comedian and a stripper (Indian love exotics!); cover of \$1 during the week. during the week.

Spences Hotel plays two acts.

## DON **TANNEN**

International Comedian

Currently Performing His One-Man Show at

The BEACH HOTEL Durban South Africa

This is one of those places with poles all around the floor. The band of five men is pretty bad. They also have a "breakfast show" Sundays. The place seats about 150, and has a cover every night. Firpo's is the only restaurant having a show. The others just have combos. The remarkable thing is that this place has no notel to make up the deficit. Without being in the hotel business, the owner manages to pack people in with a two-act show. No one in Calcutta can understand it. The food is good, which is the main reason, and for the drinkers, he gives a good-sized shot of whiskey. They seat about 300 in a barn of a place which could seat 500 if they moved the chairs and tables only a little closer together. Cover of 5 rupees on weekdays and Sundays, no cover for the "breakfast show," on Sunday morning.

Delhi .. Delhi has only one place having a show. There is prohibition in Delhi. You can drink in your room, but not in a public place. You are invited out, and your host may say. "Let's go to the Imperial for ice-cream and coffee, and catch the business. Facing a roomful of resentful faces does nothing for your morale!

Bombay

mix). For that and other reasons, it is getting more and more difficult to get acts to work there, as word of the place gets back to the Middle East and Europe. Seats about 150 people, and cover charge is flexible—up to 30 rupees per person sometimes. The Taj and the Imperial hotels have just one int who sings and "mixes."

Pakistan there is a six-day week. You have to get a visa which will take anywhere from one day to a maximum of tw weeks. Salary is figured in sterling on amonthly basis. Room and board is also included, and you are allowed transfer of your money at bank rate to the US.

Calcutta has the same conditions. It may take a little longer to get your visa, that's all.

The Grand Hotel is one of the best places to work, except for the fact that you have to do two shows cooks feel, "Why should I work shows cooks feel, "Why should I work is getting to more and the problem. The bearers and servant problem. The bearers and sort and the problem in the dining to make the problem. The bearers and servant problem. The bearers and sort and the problem in the dining to more the promitive problem. The bearers and servant problem.

bottle for 60 rupees in one afternoon?"

The places having shows in Bombay, are the Ambassador Hotel. Its
the smartest in Bombay, and is run
by a very sweet, and also very
clever, showwise fellow, Jack
Voyantzis. He serves terrific food,
and such is his personality that
people come in to see him, not
only to eat or see show. The place
is quite small and intimate. It seats
not more than 100 people. They
never have more than two acts.
They have an excellent four-piece
combo. There is only one drawback, they have posts near the
dance floor. As owner says, "More
columns in my place than at the
Acropolis!" I forgot to mention,
he's a Greek.

The only other place that has a
show is the Pier Hotel and

Acropous:
he's a Greek.

The only other place that has a show, is the Ritz Hotel, only one act, but the drawback there is that the acts that work the Ritz have to double across the street to the Airlines Hotel, which is under the same management. We had been lines Hotel, which is under the same management. We had been offered the Ritz at the same time we were offered the Ambassador but turned it down. The monsoon season is no time to have a job like that. We'd be swimming across, not walking.

not walking.
The only other places that sometimes have shows are La Bella and the Venice Room, in the Astoria.
Hotel, but only occasionally. Prohibition has really stopped night-clubs from opening, or restaurants from enlarging, but it hasn't stopped people from drinking, far from it.

Sammy's Wedding Plan

## K.O.s Northwest Tour

Portland, Ore., Sept. 27.
Zolly Volchock, boss of Northwest Releasing Corp., has been informed by the William Morris office that it has cancelled the Sammy Davis Jr. tour of the Northwest set for Oct. 19-22. Davist forthwest set for Oct. 19-22. Davis forthwest of the Northwest 
vis' forthcoming marriage was rea-son WM gave for the pullout. Sudden switch is proving a hard-ship on NWR as theatres have been snip on NWL as theatres have been pacted and announcements put out. Paramount Theatre in Portland and Orpheum Theatre in Seattle are now trying to scratch for pies to fill the gap. Volchock's outfit to fill the gap. Volchock's outht also passed up the Irving Feld tour because of conflicting dates with the Davis show.

## **Desert Inn Nixed** On Riviera Deal

Las. Vegas, Sept. 27.
A group of Desert Inn executives was denied its bid to purchase 38% of the ailing Riviera Hotel in a ruling by both state gaming control agencies last week.
Although seven DI execs, headed by Moe Dalitz, offered to reduce the investment from 38 to 30%, the application was denied uncolled. the investment from 38 to 30%, the application was denied unanimously by the Gaming Control Board in a vote at Carson City, and backed up by the parent Caming Commission.

Riviera attorney Harvey Silbert, said the Board's denial is "illegal," and hinted that further court action would be taken after a meeting of the seven applicants.

#### ANKA BOFFO IN BRAZIL THEATRE-VIDEO DATES

THEATRE-VIDEO DATES

Sao Paulo, Sept. 27.

Paul Anka was given one of the biggest receptions ever accorded an American singer on his series. of theatre and television dates in this city and in Rio de Janeiro. In Sao Paulo, the streets in front of the hotel Othon Palace were jammed throughout the day, and his concerts at the Record Theatre were sold out long in advance. He came to Brazil under auspices of Paulino de Carvahlo, president of Radio Records for which he gave two television performances. Ratings were among the highest station ever received, hitting 83 and 84. Anka's disks, issued here on the Polydor label have been a top seller for several years. Eddie Elkort, head of the General Artists Corp. foreign dept, planed down with Anka last week Anka moved on to Buenos Aires for a date yesterday (Mon.), and for subsequent stands "Montive Charles C

company 10r each share of preferred.

Convertible preferred stock will have a call price and liquidation preference of \$25 per share and a cumulative dividend rate of \$1. As part of the plan, certain principal Montrose shareholders will be obligated to sell approximately 150,000 shares of the new preferred stock at \$21.50 per share or at its market price, whichever is lower on the date on which the merger becomes effective. Exception is that they will not be required to sell if the market price on effective date is less than \$19.50.

# **Mathis Show Grosses** Big \$16,500 in Portland on effective date is less than \$19.50. New company will also invite tenders on the new convertible stock at from other shareholders at \$21.50, and will purchase up to 50,000 shares. Montrose's principal shareholders and their families have agreed not to participate in these tenders. The \$21.50 price of the new stock is equal to a similar price per share of the Baldwin Common, and about \$15 of the present Montrose common.

Portland, Ore. Sept. 27. The Johnny Mathis show racked The Johnny Mathis show racked up a lusty \$16,500 in two evening performances at the Paramount Theatre here Friday and Saturday (23-24). The 3,400-sater was scaled at a \$4 top. In addition to Mathis, the layout included the Hermes Pan Dancers, Tehon's "La Companie Des Marettes," and Allyn Fargyses, bitcoping the pit gray.

panie Des Marettes," and Allyn Erguson batoning the pit crew. Outing grabbed a nifty \$15,800 in two evening performances at the Queen Elizabeth Theare in Van-couver earlier in the week (20-21). Outfit moves on to Seattle, Edmon-ton, Calgary, Denver, and then Manila. Tour here was under the Northwest Releasing Corp. banner. Victor Borge opens a one-niter

Victor Borge opens a one-niter tour of the northwest at the Para-mount Theatre tomorrow (Wed.).

#### Schine Names Myzell **Entertainment Director**

Entertainment Director

Los Angeles, Sept. 27.
Elliott Myzell, general manager
of the Ambassador Hotel, has
taken over duties of Gus Lampe
as entertainment director of the
hotel and Schine Enterprises, following Lampe ankling post. Lampe,
with the Schine hotels for the past
35 years except for brief hiatus
last year, reportedly "resigned"
to take a vacation.

Myzell also absorbed Lampe's
chores when he left last year for
a short association with Frank
Sennes at Moulin Rouge and Ciro's.

## Weekend Blaze Destroys Gatineau, Ottawa; Major Cafe for 33 Years

Cleve.'s Theatrical Grill

Centlivre Brewing Corp.,

GAC Parent Firm, Preps

entivre Brewing Corp., headed by Herb Siegel and which recently acquired General Artists
Corp. for a price said to be around
\$2,000,000, is currently negotiating
for a three-way merger of the
Montrose Chemical Co., and the
Baldwin Rubber Co. Into the Centlivre setup. Surviving firm would
be called Baldwin-Montrose Chemical Co. Baldwin is a Centlivre
subsidiary.
Montrose as well as Baldwin are

Montrose as well as Baldwin are on the American Stock Exchange, while Centlivre is on the Midwest

Exchange.
Current deal is considering the

Current deal is considering the issuance of convertible preferred stock of the surviving firm in exchange for common stocks of Baldwin and Montrose. In the case of Baldwin, exchange would be one for one, while in the case of Montrose one share would be exchanged for 7/10 of the new convertible preferred stock. Conversion privilege of the new preferred stock will initially be at the rate of 1.3 common shares for the surviving company for each share of preferred.

Club Rancho's Tax Rap Milwaukee, Sept. 27. James Rancher, operator of the Club Rancho here was tagged with a Federal tax lien for \$32,723.

This lien covered cabaret taxes unpaid from the first quarter of 1957, through the fourth quarter of 1959.

Merger With 2 More Cos.

Ottawa, Sept. 27.

The Gatineau Club, 1.000-seater which has been a major nitery in the Ottawa area for more than 33 years, was destroyed by fire early Sunday morning (25). No estimate of the loss has been made. No one was seriuosly injured but owner-boniface Joe Saxe and five club staffers escaped, with the flames at their beste wire secondators, five Demolished by Fire Demolished by Fire
Cleveland, Sept. 27.
Fire completely destroyed Morris
Wexler's Theatrical Grill last week,
but the owner is already planning
to build another deluxe niteryrestaurant as soon as possible on
the same site. The fire chief estimated the damage tentatively as
about \$250,000. Wexler said his
loss came to more than \$750,000.
Theatrical Grill was one of
Cleveland's most profitable musical
room. Ramsey Lewis jazz trio and
Ellie Frankel's trio were playing
the spot when it was hit by the
fire. Lewis' band finished its engagement by playing at Jules Weinberger's nearby Hickory Grill with
Miss Frankel's crew. Weinberger
made a deal with Wexler to take
over contracts of jazz bands previously booked for the Theatrical
Grill: at their heels, via second story fire

Flames originated in the dressriames originated in the dress-ing-room section, behind the band-stand, less than an hour after the final show of the night closed and minutes after the last of a ca-pacity Saturday night crowd had left.

ieft.

Firemen from Aylmer and Hull, unable to check the flames that swept like a blow-torch through the wooden structure, prevented extensive damage to the pro shop and members' lounge. Proper tag of the establishment was the Gatineau Golf & Country Club. It was a golf club by day, theatre-restaurant by night, located five miles west of Ottawa on the Quebec side of the Ottawa river.

This was the second nitery lost

bec side of the Ottawa river.
This was the second nitery lost
to this area in less than a month.
Three weeks ago, the Falimount
Club shuttered after provincial government authorities lifted its license. Only remaining nitery is
the Chaudiere Club, four miles
east of the Gatineau Club on the
Aylmer Road.

Aylmer Road.

Besides complete loss of building, furnishings, equipment, food and liquor stocks, the blaze destroyed uniforms, instruments and music library of the Russ Thomas light-piece house band, as well as three new sets of costumes introduced last Thursday (22) by the five Craig Day Dancers. Terp line costumes were valued at more than \$3,000.

Formerly a farm latter a golf

than \$3,000.

Formerly a farm, latter a golf club, the Gatineau recemed as a nitery in 1927 when the major structure was added to the farm house, today more than 150 years. old. Its three-foot-thick stone walls and chimneys were the only parts to stand after the morning sfire. The former farm home contained the club's lounge and bar downstairs, and offices upstairs. Besides the Craig Day Dancers, current fare had comic Allan Drake. Melino & Hollis, and Jerry Cooper.

#### Ice Capades' Unit Pulls \$225,000 in Pitt Stand Pittsburgh, Sept. 27.

Pittsburgh, Sept. 27.
Everything seems to be doing well at Forbes Field here, which is the home of the league-leading Pittsburgh Pirates. The glamor and excitement of this National League Club has rubbed off on the second company of "Ice Capades" which played a week-stand there ending Aug. 28. The John H. Harris show scored a strong \$225,000 and clocked 90,000 admissions.

The first "Ice Capades" company is current at Madison Square Gar-den, N. Y.

#### "THE COMEDIAN"

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WESTON AND MARTHA Comedy Ventriloquism

Currently HOTEL THUNDERBIRD

Pers. Mgt.: GEORGE SOARES 4208 El Jardin, Las Vegas, Nev., Du. 4-2182

Cocoanut Grove, L. A. Los Angeles, Sept. 23. Gordon & Sheila MacRae, Bob evoye Trio, Freddy Martin Orch Devoye Trio, Freddy Martin Orch (19); \$2.50-\$3 cover, \$3 minimum.

The Grove has a winner with this one, which will come as no surprise because Gordon MacRae is usually well-received here and is usually well-received nere and he's backed by the Freddy Martin orch, a perennial Grove favorite. Added attraction is the Bob Devove 'rio which is as good as the publicity blurbs say.

MacRae's great voice is in top former the singer, in a faw numerical statement of the singer in a faw numerical statement.

MacRac's great voice is in top form and the singer, in a few num-bers, adds a lyric quality which makes his easy dramatic style more-effective. His imitations, particu-larly of Arthur Godfrey. Dean Martin and Perry Como, are first-

rate.
Sheila MacRae, despite the fact that she lacks stellar quality at this point in her development, goes far toward justifying the billing point in her development, goes far toward justifying the billing—equal to her husband's—in a number of imitations and duets with MacRae. Expertly made wigs and some gorgeous gowns assist her and her personality is pleasing.

Though long, the MacRaes' turn is sufficiently vertical to sustain lively interest, thanks to clever patter supplied by Shirley Henry and some special material by Harry Crane. Meriam Nelson chores graphed a couple of novelty num-

Crane. Meriam Nelson choreo-graphed a couple of novelty num-bers and Van Alexander neatly handles the Martin orchestra. Joe Lubin's tune. "Showtime," is used as the signature.

as the signature.

MacRae sings about 20 numbers;
Including his old standbys, "If I
Loved You," "So In Love,"
"Stranger in Paradise" etc.—and
frankly thrills in several of them.
Peter Lind Hayes made the intro opening night

opening night.

The acrobatic Devoye dancers prompt the question what do they do for an encore? To be more spectacular, !hey'd need a trapeze.

Clen.

## Hotel New Yorker, N.Y. Milton Saunders Orch, Bob Kasha Trio with Ada Cavallo; no

cover or minimum.

Time was when the entire area around the New Yorker Hotel was filled with the sounds of revelry. It is comparatively scarce these days, but in recent times there seems to be a slight revival of gaiety in that precinct. One of the factors is the New Yorker's experiment with the Golden Thread Cafe which is primarily on a dine and dance format.

The New Yorker, which tried this policy last year with prac-

The New Yorker, which tried this policy last year with prac-tically the same bill, is at it again; apparently results indicate that the operation fills a need in the area.

On tap this year is a corps com-ising the Milton Saunders orprising the Milton Saunders or chestra, and the Bob Kasha Trio with Ada Cavallo. The results make for sprightly dance incenmake for sprightly dance inten-tives. The Saunders crew, paced by the maestro's tenor sax and fiddle-for the dinner sessions, is backed by piano bass and accordion, which gives the end-product enough beat, and a melodic accent that makes some of their offerings hummable.

and a melodic accent that makes and a melodic accent that makes. There seems to be a natural dropin trade in that part of town with so many buyers inhabiting hotels in the area, and as everybody knows, that kind of patron requires a lot of entertainment.

Bob Kasha's instrumentation comprises the maestro at the piano plus a bass and drum. This group provides strong background for Miss Cavallo's vocals. She is more than a band singer in this instance, giving a lot of musical vividness to the group. She does excellently at the rhythm tunes and provides a spate of sprightliness. Kasha paces the group from a lively plano for floorfilling results.

#### Dunes, Las Vegas

Punes, Las Vegas, Frankie Vaughan, The Novelites (3), Jack Cole & Dancers (19), Pascaline, Bill Reddie Orch (13); produced by Harold Minsky; stage director, Eddie Lynch; choreography by Jack Cole; \$4 minimum

Frankle Vaughan, British singer, who made his Vegas debut here a year ago, is back, headlining one of the best Harold Minsky produc-tions to date. Balancing are the

is a handsome warbler and first-rate showman. Numbers include is a handsome warbler and first-rate showman. Numbers include "Lovely Way To Spend An Eve-ning," "Just In Time," "It All De-pends On You," "Give Me The Moonlight," and "Happy Days and Lonely Nights," latter sung during a stroll through the audience. Basil Tate guides smoothly on the 88 the 88.

Novelites (Frankie Carr.

Novelites (Frankie Carr, Jo Mayer, Chuck Leonard) get con-sistent yocks with their changing hat routine, an hilarious hill-billy bit, and assorted shenanigans. Carr on accordion, Mayer on bass,

Cair on accordion, Mayer on bass, and Leonard on guitar also show-case as expert musicians.

Pascaline, billed as 'The Martinique Bombshell,' preems here after a stint at the Paris Crazy Horse, does an exciring bit of braless torso tossing. There are two other nudes in show, six boy and 12 girl dancers, all directed with flair by Cole. Bill Reddle and orto (13) give strong backing to show, set for four weeks.

Duke,

#### Shamrock, Houston

Houston, Sept. 22.

Nelson Eddy & Gale Sherwood,
and Neighbors Orch (10);

Like "Old Man River," which he does not sing. Nelson Eddy keeps rolling along. Baritone notes own endurance by constantly kid-ding himself about his age. Actu-ally, voice has changed little more than his act, last seen here a little more than a year ago

more than a year ago.

Eddy's partner, blonde and beautiful Gale Sherwood has fine set of pipes honed by opera and light, opera training. Eddy features several old tunes with which he is identified in former film work; some done as solos, others as duets with Miss Sherwood. Blonde thrush also holds her own in a solo or two.

They play their humon broad.

solo or two.

They play their humor broad, yet it does play, particularly in 'Carmen' skit and performance of 'Wunderbar' There's an added gimmick for show. Room serves shortning bread at each table, and Eddy, surely tired of number by now, does 'Shortnin' Bread' as one of several encores.

Eddy's long-time conductor. Theadore Paxton, sits at 88s and conductors.

#### Thunderbird. Las Vegas

Las Vegas, Sept. 20.

"All Star Ice Revue," Toni & JanArden, Dick Weston, George Arnold, Phil Richards, Farrar & Carter, George Zak, Perky Twins, KayBrown, Harry Nofal, Ice Cubettes
(12). Al Jahns Orch (12): produced by Marty Hicks, staged by
George Arnold, directed by Jerry
Franks; \$4 minimum.

The newest edition of the mara thon ice show here is called "All Star Ice Revue," and headlines Tonl and Jan Arden, with ventrilo-quist Dick Weston featured. It is, as its predecessors, a lavish pro-duction beautifully costumed and duction should do beaucoup biz for the

On her own, Miss Arden includes On her own, Miss Arden includes "Everything's Coming Up Roses," "Non Dimenticar," and "Pennies From Heaven," in her songalog. With brother Jan she warbles "Singing In The Rain," "Together," plus medleys which show case their voices in a pleasant blend. Solo, Jan includes "Red Red Robin," "I'm A Fool To want-You," and a French medley. Brothersister team is handsome, clicks both in the nipe and terp departin the pipe and terp depart

ments.
Young voice-tosser Weston

Young voice-tosser Weston is probably the best technician in the trade; his lips don't move, his timing is perfect, and he has a collection of distinctly different tonaiqualities. His "Aunt Mastha," and "Tramp" characters quickly portray identities of their own, and the dialog is fresh and funny.

Kay Brown and Harry Nofal add class to the classy festivities with top notch production vocals. George Arnold, Phil Richards, Alice Farrar, Jimmy Carter, the Perky Twins, and George Zak are superb as major league skating performers. The four nudes among the 12 chorines are covered for dinner shows so that youngsters can attend. The Af Jahns orch (12) smoothly backs the show directed of the best Harold Minsky produc-tions to date. Balancing are the thoughtes (3), a frantically funny and fast moving turn of nonsense; exotic terp Pascaline; and three production numbers staged with state and imagination by Jack Cole, who appears with top level effect as dancing star. Vaughan, fresh from his first American film "Let's Make Love,"

Fairmont, San Francisco

San Francisco, Sept. 23. Carmen Cavallaro, Ernie Heck-scher Orch (11), \$2.50-\$3 cover.

Carmen Cavallaro provides a skillfully pleasant 45-minute show which rates huzzahs from the paying customers.

He comers on with a fancy arrangement, segues into a simple French, song and then really pounds out "Begin the Beguine" on his piano—in-start of the Cole Porter classic, sounds: a bit like the start of "Warsaw Concerto," which cavellion does much later. Next. start of "warsaw Concerto," which cavallaro does much later. Next comes a dandy Afro-Cuban number, "Voodoo Moon." "Smoke Gets in Your Eyes" and, eventually, a swingin' arrangement of "Just One of Those Things"—and Cavallare de Those Things "and Cavallare de Those Things "and Cavallare de Those Things"—and Cavallare de Those Things "and Cavallare de Those Things"—and Cavallare de Those Things "and Cavallare de Those Things"—and Cavallare de Those Things "and Cavallare de Those Things"—and Cavallare de Those Things "and Cavallare de Those Things"—and Cavallare de Those Things "and Cavallare de Those Things"—and Cavallare de Things "and Cavallare de Cava laro does swing very nicely, along with his rhythm section (Jammy Norton on guitar Richard Maloof on bass and Tony Condon on drums), each of whom takes a

"Warsaw Concerto" follows then a long. lovely medley from "The Eddy Duchin Story." Begoff is "Brazil."

Cavallaro is a good pianist, with a wonderful sense of tempo, and if his music is a trifle schmaltzy for some ears, it's nevertheless exceedingly pleasant in the cavernous Venetian Room. Show runs through Oct. 12.

Stef.

Joe Howard's, N. Y.
Thelma Carpenter (with Reggie
Beane) Ocie Smith, Patty Jerome,
Sanford Scott, Fred Cole Trio; \$4 iinimum.

Joe Howard, at various times, was a leading figure on the New York nitery scene. He had been associated with Jack Dempsey's, the Singapore and Zanzibar, and had managed the Embers before hopened the present spot labeled simply Joe Howard's, last season, He died when the new spot was only a couple of weeks old, and now his widow has taken over its management. management.

The spot is tasteful and elegant with deep colors used with restraint to provide an attractive decor. The spot is primarily a of several encores.

Eddy's long-time conductor. The decr. The spot is primarily a dore Paxton. sits at 88s and conducts Paul Neighbors orch in excellent backing chore, also gets briefly in act. If opener was indication. The International Club's story. Thelma Carpenter prevails. Continental Room should be accomped by a planist, Reggie pucked for next two frames. Ken Beane, the Negro singer provides a wide range of tunes to go with Cot. 6.

Skip. tially, she's a gay personality and even some of the heavier ballads take on a light touch. Her work is easy, swingy with a high impact rating.

On the lower floor, the major item is Ocie Smith, a Negro singer who also provides a groovy mood Smith kneads a wide variety of tunes into a pleasant pattern. He concentrates on rhythmic adapta-tions of standards with enough zest

tions of standards with enough zest to keep the customers swinging. Other performer on the bill is Patty Jerome, with a Tin Pan Alley lineage. She's the grandaughter of Billy Jerome, who wrote "Row, Row, Row, Row," and Maude Jerome who scripted "Sweet Rosie O'Grady." Miss Jerome is a pleasant blonde who gives the room some swinging moments. She travels with the mike at times, telling ringsiders that she has little talent, but she mixes. Her chatter is frequently more interesting than the songs, but the overall effect is okay.

is okay.
Sanford Scott opens the proceed ings with songs and his own piano accomps, while the Fred Cole Trio, (piano, bass and guitar) backstops (piano, bass and the turns nicely.

A Severa, Lisbon

Lisbon, Sept. 18.

In Portugal they do not kill the bull or snap the fingers as in Spain. The Portuguese equivalent of flamenco is "fado." a kind of sad song with guitar music. It is rendered with a certain informality though the performers expect conversation to lush. There is no platform, no floor.

A couple of guitarists place chairs among the tables, lean against the wall and the show begins. "Fado" is sung solo, in duet, in chorale effects, and it is not always visible, the ensemble being out in the hall next to the hatcheck. and indeed part of the hatcheck.

A Severa is one of the four most prominent spots in Lisbon for these "tipica" sessions, Others are O Faia, Solar da Herminia and Adega Machado. Apparently talent rotates among them, motivated in part by the mood of the evening. No names are announced in the cafe, or mentioned in printed matter. The quality range is from so, to year goals.

so so to very good.

The legend in Lisbon is that the The legend in Lisbon is that the Portuguese soul is addicted to melancholia. Without understanding the words, the general tone bears that out. However, not all "fado" is doleful. There are gay ditties, too. The performers have a kind of dignity and stage presence which is quite impressive. Though "fado" spots operate like tourist trans and the stranger

Though "fado" spots operate like tourist traps and the stranger rather expects to be exploited, this is far from the truth. A scrupplously honest and detailed bill for two was rendered. Madeira aperitifs, an elaborate dinner of several courses, a bottle of wine and courses, a bottle of wine and courses. courses, a bottle of wine and cor-dials, with the 12% service charge added, came to about \$14. Try to top that in any of the "folk" spots in Greenwich Village, N. Y. Land.

#### Trade Winds, Chi

Chicago, Sept. 22.
Don Rickles, Noreen Parker, Joe
arnello Trio; \$2.50 cover.

When it shows us the lunacy of our situation, and when it deftly strips personal pretense, insult comedy, with savvy handling, can be a choice idiom. Otherwise, as in Don Rickles' case, it's mainly sledge-hammered crudities circling personalities, religious angles, ethnic bromides, etc.—shock stuff that puts a premium on the outrageous without really satiric penetration. For a fact, some true funnies pop out, but hardly-enough to cleanse the whole.

Yet, whatever the auditors may second-think, fact is they fall to plenty yocking. Rickles has a fast, well-trained mind for his non-sequitur format, but can ease up amusingly, as after callback, with chatty, stuff and impreshes.

In a way, even less tasty than the sickies is his standard brother-hood, all-in-fun disclaimer. The act that needs it shouldn't. Rickles, by the way, pulled a nice house for a Jewish holiday, boding good biz for the run.

Full-figured Noreen Parker, firsting in town, doesn't offer much individuality, yet still comes up with a fairly pleasing song session. Her lone ballad was "Misty," proving she's wiscr to belt, among em "Mack the Knife" and "I En-When it shows us the lunacy

proving she's wiser to belt, among em "Mack the Knife" and "I Enjoy Being a Girl" for good mitt. Joe Parnello's Trio showbacks and cuts a fine entr' acte sesh.

Frances Faye and Marvin Welch come in Oct. 5.

#### Crazy Horse, Paris

Crazy Horse, Paris Sept. 18.

Mac Ronay, Fred Allister, Morgans (5), Antoine Tudal Co. (3), Georges: Lafaye Co. (4), Jacques Ary, Croq. Monsieurs (2), Duzia, Maia Tupov, Georgina Schweppes, Rapha Temporel, Elsa Brandzy, Myria; \$3.50 minimum.

Crazy Horse Saloon still shoe-horns them in every night though the air-conditioning has not been completely installed. Some solid new sight acts and the easy on the orbs strippers, plus some inventive production, aspects, make this

competety installed. Some solla new sight acts and the easy on the orbs strippers, plus some inventive production aspects make this a show up to par with former ones. Mac Ronay has the right mugging and timing for his wrong-way magico bit which gets plenty of applause while Fred Allister does some okay quick change tactics to impersonate noted world figures. Too much dead time hampers the routine, but his uncanny likenesses make up for it. Morgans (5) are a zany orch who depends more on clever clowning and shenanigans than music to make them a solld yest pocket spike Jone-type entry.

than music to make them a solid west pocket spike Jones-type entry. They garner loads of yocks. Antoine Tudal Co. (3) do a silent screen-type love mixup with a flickering light that is okay filler material. Georges Lafaye Co. (4) lend their familiar but still catchy puppet bits mixing abstract jazz interps with a knowing takeoff on Stan-Freberg's "John Marsha" disk via a disembodied boa and a top hat. hat

Jacques Ary is a smart record mime comic with investiveness and solid comedics. The Croq' Mon-sieurs are two men doing a parody mime

steurs are two men doing a parody strip.

Girls, who do strips between acts, are all shapely and the expert lighting, sound effects and ideas enhance the appeal and soften the erotico aspects making it all more like a witty peep ahow. Duzia, Maia Tupov, Georgina Schweppes, Sapha Tamporel Elea Brandy and Rapha Temporel, Elsa Brandsy and Myria are cagy strippers who mainDesert Inn, Las Vegas

Las Vegas, Sept. 20.
Tony Martin, Guy Marks, Art
Johnson, Marlyn Q. Mason, Donn
Arden Dancers (14), Carlton
Hayes Orch (21); choreography, Arden Dancers (14), Carlton Hayes Orch (21); choreography, Donn Arder \$4 minimum.

Tony Martin is back in the Painted Desert Room, and Wilbur Clark & Co. are fortunate in having him—he's money in the casino. Martin, always' a potent draw for the gaming fraternity, is at his artistic peak in the current engagement. ment.

newcomer to these parts, Guy Marks is a refreshing, offbeat en-tertainer who is sure to register strongly as a word-of-mouth power-house. And the "Blessed Event" production number one of the most delightful ever seen on the Strip—all of which adds up to a blockbuster show. Comedy star of the show and newcomer to these parts, Guy

Martin leans to nostagia, and gets warm audience approval for each of his 15 songs, which include such tunes as "Autumn Leaves," "September Song," "Let's Fall. In Love," "You Made Me Love You," Love." "You Made Me Love You." "Sound Of Music." and of course his trademark. "There's No Tomorrow." Two shapely dancers, a brunette and a blonde, supplement some of his songology, Al Sendrey at the 88 again sets the proper pace for Martin, as he expertly guides the Carlton Hayes orch (21).

Marks clicks solidly with first-nighters, as he applies his Al Jol-son-ish speaking voice to clever bits never heard in Vegas. His spoofs of early radio orchs, mod-ern-day ty specs, and silent films ep the yocks coming thick

Art Johnson and Marlyn Q. Mason handle the vocals in the Donn Arden production opener which features 14 lovely chorines, Show skedded for four weeks.

#### Statler Hilton, Boston

Boston, Sept. 22.
"Salute Rodgers & Hart,"
Ruby Newman producton, directed
by Lee Daniels, Show Toppers, with
Ron Brandt, Mary Bradley, Gny
Rotondo, Lourie Walsh, Roberta
Sorbello, Frank Schulte, Sanmy,
Dale Orch (10), Jay White Quartet: \$2 cover. tet; \$2 cover.

This is the second season of the salute to songsmiths, a non-name policy, which has given the Statler policy, which has given the Statter Hilton greater impact and more b. o. in its return to flesh after a 11-year, fadeout. Format result of longtime planning by Bert Stanbro, managing director, and Walter Car-ney, manager, is similar in con-ception to the shows built around specific composers that the Hotel Pierre, N.Y., staged last year.

Pierre, N.Y., staged last year.

Last year, it was salute to Hammerstein. This one on Rodgers & Hart, is both nostalgic and pleasing. Opening with "Thou Swell," and using it as at bowoff, talented group runs through 27 numbers that the pair turned out. Singers are staged in full group, solos, twos and threes, with director Daniels spotting them around the room, coming through like a big production. Intros and narration, written by Newman, are quick and deft, with just the right amount of nostalgic back looking.

There's nice comeo of "Ten

talgic back looking.
There's nice comeo of "Ten'
Cents a Dance" by blonde pixielsh
Lourie Walsh, as Ruth Etting. With
a single spot tracing the singers,
the show gets underway with "Thi
Can't Be Love," by Roberta Sorbello, and Guy Rotondo. Mary
Bradley and Frank Schulte take
"Blue Moon" for a nice ride, and
Lourie Walsh and Ron Brank
come on for "Dancing On the Ceil-Lourie Walsh and Ron Brandt come on for "Dancing On the Celing." Roberta Sorbello makes most of "My Funny Valentine." From then on, there are solos from the sides of the room segueing into vocal group renditions with such fare as "Johnny One Note." "I Could Write a Book," "Bewitched," "Here in My Arms," Lady is "Tramp." "Isn't it Romantic," "Small Hotel," "Girl Friend," "I Married an Angel," and all the others."

Solid applause punctures group's singing, bit of dancing, and introsover the fast 50-minute route. The over the fast 50-minute route. The
at three boys and three girls strike
he
easy rapport with the customers,
Voices are well selected and entire
layout has been integrated in
slick fashion. Sammiy Dale again
backstops the versing with pro
avy, besides dispensing dansapation, and Jay White's sprightly trie
alternates.

line. "You're looking at the only Red permitted to leave Manhattan." He refers to the presidential race in a song called "Let's Have A Party of Our Own," and chides tweeses with the statement, "My latest pilot was turned down by the network—they said it was very reminiscent of something that's never been done before." In his

gives strong support to the age, set for four frames.

#### Blinstrub's, Boston

Boston, Sept. 13.
Sam Vine, Ann Henry, Harrison
& Kossi (2). Michael Gaylord Orch
(8), \$2,50 minimum.

Sam Vine, one of the most unusual acts isual acts show biz, makes a errific entry into the bigtime with terrific entry into the bigtime with his astounding hypno lavout, in which he is producer, director, choreographer and sceneshifter, to kick off the official opening of Blinstrub's big 1,700-seater for the Binstrin's oig 1,000-seater for incessesson. Stirring up plenty of business excitement opening night, of an unprecedented four-week stand, after skedded opening of Monday (12) was deferred by Hurricane Donna, Vine is proving the hottest ticket in town, and hoks for tack

Donna, Vine is proving the hottest ticket in town, and looks to rack up one of the biggest bonanzas in the big boite's history.

Vine comes on affably with smooth patter about hypnotism, giving it a bit of background. His monolog is crisp and nicely paced, and he's not plagued by trouble of getting volunteers, in fact he has to brush off repeaters who want to get into the act again. Forty responded to his call opening night, 11, of them femmes. Selecting 20-including six girls in a rapidire including six girls in a rapidite test, Vine went to work evoking and hilarious amazement at the control he manifests over his sub-

Harrison & Kossl open the show ith a dramatic adagi, routine put together at the Lido. Paris, in which the femme comes on in stunning feather wrap, unpeels to gold leotard and joins partners on lighted shadow box for series of amazing spins, head, neck-and shoulder lifts and stands. Red-haired femme and darkhaired partner precede with some classic top lifts. Ann Henry, in the next to closing spot, is a vivacious, swinging sepian piper, sort of femme Sammy Davis Jr., with soek carbons, terping, and jazz and blues numbers. Harrison & Kossi open the show

#### Living Room, N. Y.

nastain,

16), Jack Cath

Sammy Lewis, \$4 minimum.

Red Buttons and The Mills
Brothers comprise the double-feature Sammy Lewis is now presenting here. It's a good balance, with Buttons uncorking mostly new material with no ho-hos, and the vet Mills freres scoring with their forte, nostalgia.

Buttons has some clever topical gags which put first-nighters in a yockable mood from the opening line. "You're looking at the only Red permitted to leave Manhattan." He refers to the presiderace in a song called ""
Party of Company of the presiderace in a song called ""
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Party of Company of the presiderace in a song called ""
Party of Company of the produced by Sammy Lewis, and now he proves that he and adapt himself to intimest to the Living Room size. What's more Calloway has mellowed sufficiently to deliver ballads as well: However, his lead the living Room size. What's more Calloway has mellowed sufficiently to deliver ballads as well: However, his lead the living Room size. What's more Calloway has mellowed sufficiently to deliver ballads as well: However, his lead the Living Room size. What's more Calloway has mellowed sufficiently to deliver ballads as well: However, his lead the Living Room size. What's more Calloway has mellowed sufficiently to deliver ballads as well: However, his lead the Living Room size. What's more Calloway has mellowed sufficiently to deliver ballads as well: However, his lead the Living Room size. What's more Calloway has mellowed sufficiently to deliver ballads as well: However, his lead the Living Room size. What's more Calloway has mellowed sufficiently to deliver ballads as well: However, his lead the Living Room size. What's more Calloway has mellowed suff

conducting), Ballet Trianas (6), Anden's Poodles, June Taylor Dancers (6) with Peter Gladke, Leighton Noble Orch (14); \$4

the network—they said it was very reminiscent of something that's never been done before." In his bowoff, Buttons accomplishes something extremely difficult for comedian—he makes flag waving sound entertaining.

Herb, Donald, and Harry Mills, with guitarist Norman Brown, glide through 10 songs including "Glow Worm." "Till Then." "Paper Doll," "Lazy River," and with their wk. "oral instrumentals" present "Rasi Street Blues." All their efforts are rewarded ith warm mitting.

Wilda Taylor is highly effective in a specialty terp number with the Riviera dancers (16) as is the vocalizing of handsome Don Chastai Jack Cathcart's orch (15) gives strong support to the package, set for four frames. Duke, "Dave" "Sentember Sono"

at the 88, he essays such as "Foggy Day," "Lover," "September Song" and other evergreens to good and full effect.

full effect:
Trianas fill in during Liberace's
costume changes (and as per usual,
the suiting can't by any standards
be ignored) with well executed and
fast paced. Latino offerings. Appeal

fast paced Latino offerings. Appeal is both visual and in the choreogy Anden's poodles (back in this spot for the second time in less than three months) take commands like a well-trained child, and work with great precision and balance for an animal act; It rates the top endorsement given.

The six June Taylor Dancers, working with Peter Gladke, look and terp in neat fashion. Leighton Noble backstops complete show in usual firstrate manner. Lon

#### Palumbo's, Philly

Philadelphia, Sept. 23.
Jimmy Durante: Sonny King,
Eddie Jackson, Margo and Cerjetta, Joe DeMarco, line (6): Earl
Denny's Orch (10); \$6 minim m.

Jimmy Durante generates his own special brand of excitement. He packs them in the 700 capacity room at Palumbo's and the number of turnaways has promoted this cafe to sign the comic for a June

of turnaways has promoted this cafe to sign the comic for a June return engagement.

Durante is one of those fortunate entertainers who works to a presold audience. From the moment, the comes on singing "I Could Have Danced All Night", and then complains "Why should I make that song a big hit?" lit's obvious every-body's with him all the way. The eat moves continually, with few waste moments, and gathers momentum as it goes. Even though there is little that hasn't been heard before, his delivery of the lines always seems spontaneous.

One incident at the erformance caught illustrates the star's quick instinct for turning, what might have easily been a lull into a fast novelty bit. A clergyman with some USO experience was introduced from the stage and asked for and got a clarinet. Durante promptly brought out hoofer Joe DeMarco to punctuate the tempo as the priest played "Sweet Georgia Brown." Then with Sonny King and Eddie Jackson assisting he stepped up the final chorus with yocals. have easily been a full into a fast hours been some used the numbers. She wins with a great takeoff on Eartha Kitt. another of Pearl Bailey and winds up with "Louis Armstrong. She whams out a great "Sing You Sinners" and keeps Mike Gaylord's orch playing plenty of notes for her rhythm. There can be no doubt that business at Blinstrub's will be good the rest of this month with Vine heading the bill. Ray Eberle comes in 26th and Four Lads Oct. 3 Balance of present show holds through Sunday (25).

Guy.

Jackson as always stops the show with his stylized version of "Bill Bailey," but Durante seems to rely, more upon the services of the younger King. Their bickering over King's attempts to hog the spotlight allows the star to go through his customary boisterous aggravation.

Living Reem. N. Y. (FOLLOWUP)

Danny Siegel's Living Room is maintaining its pace by mixing veteran and younger performers. The bill, on which Karen Chandler and the Buddy Cole Trio remain, ow has Cab Calloway in the head-bine slot. Calloway is a holdover from the Cotton Club era, but has with adaglo lifts and spins, the been able to adapt his particular style to changing styles and mores. splits.

VARIETY

He has been known to rock huge houses like the now defunct Roxy, N.Y., and now he proves that he can adapt himself to intimeries of the Living Room size.

What's more Calloway has mellowed sufficiently to deliver ballads as well: However, his lead litems are still the tunes associated with him, like "St. James Infirmary" and "Minnie the Moocher." claim with the more familiar small in summer. Having had her fling with a full-blown band, backing last April at Basin Street East, Chris Connor has returned to the intimate atmos-phere of this Greenwich Village cellar with the more familiar small ceniar with the more raminar sman, combo accompaniment. Ron nie Ball, who knows just what she wants and needs, leads the backing trio with a beat and a restraint that give Miss Connor's wocal efforts a solid showcasing.

forts a solid showcasing.

She whips up a plenty of jazz steam with a repectoire that runs the gamut from moody ballad to finger-snapping rhythm. It's a set that's always interesting and never lags. From the opening "Day In Day Out" through such nifties as "Alone. Together," "Witcheraft," "In Other Words," "Tre Got You' Under My Skin" to the closing "Gypsy In My Soul," Miss Connor sets a piping pace that keeps the buffs' happy. Ball helms at the keyboard with Eddie De Hass on bass and Charlie Persip on drums. The Ronnell Bright Trio alter-

The Ronnell Bright Trio alternates with some swingy renditions of standards and new stuff. Group attracts attention with its zesty workovers of such familiar material as "I Can't Get Started" and Print as Cont Get State and People Will Say We're In Love.' right's on piano. Robert Thomas on drums and Sam Gill hits the Brigh hass

Beverly Hills, Ciney
Cincinnati, Sept. 23.
Dorothy Shay & Her Kinfolks
Jo Ann Miller, Curtis Wheeler).
Peter Pit. Moro-Landis Dancers
(8). Chartie Himes, Gardner Benedict Orch (10); Jimmy Wilber
Trio, Larry Vincent; \$3.54 minimum, \$1.\$1.50 cover.

Dorothy Shay, gone from these diggings for nigh on six years, brings two "mountain country relations" for her current headline stint in the Beveriy Hills swank Trianon. Room. Supporting the 'Park Ave. hillbilly" in a pleasing 75-minute floorshow are Peter Pit, young magician from Holland, and the location's Moro-Landis cosemble with baritone Charlie Hines, plus the Gardner Benedict combo for backing.

combo for backing.

Utilizing an out-yonder drawl. Miss Shay is a city slicker with crispy one-liner and characer songs as well as a smart dresser, gorgeous in a beaded white gown at opener. Surefire vocal items are her trademark "Uncle Fud." "What Happened to the Man I Married," "Stout Hearted Men" belted to chorusing by bandsmen, and the autobiog "Story of My Life." "Kinfolks" team of Jo. Ann Miller and Curtis Wheeler, in 12 minutes of the 38-minute Shay frolic, appear in stylish hick attire, and use a separate stand mike when joined by the headliner in and use a separate stand m when joined by the headliner mitting mitting on "Carolina In The Morning," Buddy Freed, musical director, conducts from the 88.

Pit, a likeable newcomer with trace of his native Dutch accent essays passable chatter with small magic effects. Makes with small prop table, silk, cards and regis-ters with a dancing cane closer.

Jane Morgan returns Oct. 7, to e followed Oct. 21 by Liberace.

#### Shoreham, Wash

Washington, Sept. 21.
Ted Lewis with Virginia Carrol
Locu, Paul White & Elroy Peace
and Manor & Mignon; Bob Cross
Orch. (14); \$2 cover.

numbers.

Manor & Mignon execute original terp routines impressively, in-cluding an exciting paso doble Bob Cross orchestra does its usual top quality job in its third year in the room.

#### Barclay Hotel, Toronto

Toronto, Sept. 20.

Jane Morgan, The Aldotts (2),
Paul Grosney Orch (9); \$2 admission.

Jane Morgan is packing them in for her fortnight's engagement at the Barclay Hotel. Her new pianist is Bob Alberti, who has just fin-ished a similar chore with Johnny Mathis

Mathis.

In yellow cloak, which she doffs to a blue evening gown, Miss Morgan opens cold with her trademarked "Fascination" and was on for 55 minutes when caught, with repeated begoff encores from customers who couldn't get enough. Despite a too loud mike on opener, a difficulty which should be rectified in this 450-capacity room, the blond chanteuse is a superlative singer, plus good looks and wardrobe, who doesn't need the amplifier.

the amplifier.
Miss Morgan delivers her "Bal-

Miss Morgan delivers ner bar-lad of Lady Jane," an Elizabethan chant; then slips assuredly into a medley of "Paris" songs followed by another lengthy medley of songs that have won Academy Awards.

Interpolated are a bouncy "Srike up the Band" and a slow tempo of "The Day the Rains Came."
Throughout, the thrush exhibits a buoyant voice that ranges from intimacy to shout style, with an un-

timacy to shout style, with an understanding of the well-articulated lyrics. Alberti, her accompanist, also takes over direction of the orch for the singer's act.

The Aldott duo (Alex and Dita), class act recently over from playing the European top spots, are on for nine minutes of acrobatic adagio for clever lifts and spins that had no difficulty in scoring. had no difficulty in scoring

McStey.

#### Mister Kelly's. Chi.

Chicago, Sept. 19.
June Christy (3), Lenny Max-ell, Marx Frigo Trio; \$2.50 cover.

ability in a room well-suited to his manner. But what flaws an otherwise, hep turn are the mixed images he projects. Either by word for action, he's too often a reminder of some avant-garde contemporaries. He whams 'em though, when he shifts from the lokes and commentary to routines—the Austrian warbler bit and, most potent, his dandy prison vaude show impresh. and most potent, his vaude show impresh.

Marx-Frigo threesome

Motel Roosevelt, N. O. Carmel Quinn, Chiquita & Johnson, Don Glasser Orch (10); \$2.50 minimum, \$4 Saturdays.

It's the first date for Carmel Quinn in Seymour Weiss' plush rendezvous, but this red-haired bundle of talent and savvy pulls heity biz as well as applause. Irish thrush gives one of the most showmanlike performances ever seen in spot. She delivers a varied repertoire with expertly controlled voice capable of extreme variations in tone quality. Her material is, for the most part, intelligently selected and ranges from the sweet "Scarlet Ribbons" to the rollicking airs of "McGittigan's Ball" and "McNamara's Band." gan's Ball" Band."

Miss Quinn exhibits a warm, friendly, quick-witted line of patter between tunes as she ankles about the ringside tables exchanging pleasantries with the

about the ringside tables exchanging pleasantries with the customers.

She has the advantage of winning the aud from her yalkon and builds from there. Wins rapt attention with tunes that include "Just A Country Girl," "Galway Bay" and "Look To The Rainbow," then belts out "Yellow Polka Dot Bikhil." and for quick change of pace takes page out of the Al Jolson "story" singing "Waitin! For The Robert E. Lee," "Swanee" and "California Here I Come."

Chiquita & Johnson tee off acts with sock acrobatic turn. Chiquita amazes with her effortless splits, spins and hand-to-hand balancing. Her spine-tingling terps draw prolonged applause. Johnson makes everything look simple and easy with his sense of timing and acrossavivy. Team is one of best to play

with his sense of timing and acrossavy. Team is one of best to play spot in sometime.

Both acts get fine support from Don Glasser and his musical crew. His rhythms keep floor crowded during the ankle-bending sessions.

Holiday House, Pitt

Pittsburgh, Sept. 23.
Joanne Wheatley with Hal Kanner, Jerry Bergen, Will Gaines, Del Monaco Orch; no cover or minimum.

This club comes up with such consistently fine shows with every act a show-stopper, but owner John Bertera needs a new speaker system. When caught, the speakers gave off periodic rasps and grunts, but the four pros on the show overcame this handicap.

Terper Will Gaines clicks with his sharp routine and clever jibes. Jerry Bergen, in the true tradition of all the great clowns, keeps the laughter rolling with his familiar turn.

In the star spot, Joanne Wheat-

June Christy's third booking here certifies her pull-power evidenced by the capacity opener for her three-weeker. Capitol chirper has no trouble beguling the cool school aficionados with her standard book; but other rounders might find her too impersonal for first-to-last focus. With her wind bassist Wyatt Ruther, she was most intriguing for inclusion of the sophisticated verse to "Bewtiched, Bothered" etc.

His second stand here affirms gibt comic Lenny Maxwell's agreeability in a room well-suited to his manner. But what flaws an otherwise hep turn are the mixed images he projects. Either by word images

#### Flame Room, Mpls.

Minneapolis, Sept. 23.
Vaughn Monroe, Francis Dear
Orch. 171; \$2-\$2.50 cover.

Vaughn Monroe fans were pres-

wasnington, Sept. 21.

Ted Levis with Virginia Carrol
Loew, Paul White & Etroy Peace
In Marx-Frigo threesome essays
In Mary Essay the Mary Intervention of the Maria the Mary Intervention of Mary Interve

## **House Reviews**

Music Hall, N. Y.

Russell Markert production of "Three Cheers" with Leslie Ug-gams, Glenn & Brenda Derringer, Helen Wood, Dick Towers, Donna Helen Wood, Dick Towers, Donna Monroe, Mary Roche, Jordan Bourers, John Lankston, Corps de Ballet (Margaret Sande Choreography', Rockettes (Dancers by Enilia Sherman), Symphony Orchestra conducted by Raymond Paige with Anthony Dario and Joseph Tejula, soloists, Sets, James Stewart Morcom, costumes, Frank Spencer: special lyrics, Albert Stillman, "The Dark at the Top of the Stairs," reviewed in Variety, Sept. 14, '60.

The Radio City Music Hall com-The Radio City Music Hall combines a rather unique combination, using the get-out-and-vote theme along with teenage performers. Although these teenagers lare not yet ready to use their franchise at the polls, they get the ready approbation of the Rockefeller audiences. Leslie Uggams and the teenage organ duo. Glenn & Brenda Derringer, are unusual figures for this house, and soore heavily despite their youth.

Miss Uggams, in keeping with the Jewish holidays, confines her

spite their youth.

Miss Urgams, in keeping with
the Jewish holidays, confines her
offerings to a pair of religiosos.
"The Eyes of God" and a rousing
rendition of "Whole World in His
Hands." Negro moppett combines
her youthful appeal with a strong
beat for salubrious returns. The
Derringers, similarly put a lot of
exuberance into their work. Their
beat is heavy and their accents are
on-melody. The pair errs "in using
the same sections of the organs in
both selections, but compensate for both selections, but compensate for

boin selections, but compensate for this with visual antics such as the brief standun bit at the end. The house likes them.

Other maior soloist is Helen Wood, the balleteer who fronts the Hall's Corps de Ballet for some striking individual work. Here striking individual work, her choreography is imaginative and sprightly. There is also a brief turn by Harry Towers voicing the ABC's of election time, an Al Stillman concoction. Acting as a quartet of emcess are Donna Monroe. Mary Roche. Jordan Bowers and John Lankston who maintain strict neutrality in their major offering. "What's His Name for President."

The Rockettes complete the pic-The Rockettes complete the pic-ture with a sprightly terp session in which they kick up a good hand. The gathering of the Rocks and the Corps de Ballet in the drill finale is probably one of the most monu-mental gatherings of cheesecake on a New York stage. It's a stirring curtain.

on a New York stage. It's a stirring curtain.

The Music Hall Symph. con-ducted by Raymond Paige provides the Hebrew prayer. "Kol Nidre." In Max Bruch's musical setting. Soloists in this religious bit are Joseph Tekula. The stained glass depictions add to the reverence of the prayer and the season. Jose.

#### Bobino. Paris

Paris, Sept. 17.
Annie Cordy, Jean Valton,
Denise Lebrun, Robert Jeantal,
Lolo & Lita, Elvi & Pilov, Lavodos
(2). Farina: \$1.25 top.

Bobino relights for the season Bobino relights for the season with the first house stint of hombastic songstress Annie Cordy in four years. Though material is not up to par, and her mugging sometimes descends to quaintness, she has a good pair of pipes and enough comic sense to get yocks as well as good listening out of her stint. Two trombonists, who join in some numbers, and a combo backing also help.

Miss Cordy has to quash her cute tendencies and channel her drive

Miss Cordy has to quash her cute tendencies and channel her drive into better material. But when she is doing a flapper or lovesick street girl, she hits the right note of parody and insigh to show her old form when her material was better and her frenetic posturing more \*alling.

form when her materina was and her frenetic posturing more telling.

Jean Valton patters some bright lokes before an uncanny session of imitating noted show biz stars in little playlets that have definite wit and invention as well getting attention by perfect mimicking. Denice Lebrum and Robert Jeantal show enough singing promise to Denice Lebrum and Robert Jeantal show enough singing promise to rate a New Act analysis. The form-er is a better with solid dramatic feel and the latter a big voiced singer who has yet to find the

taway with the applause and know-how. A jabbering woman con-stantly berates a little balding away with the applicates and know-how. A jabbering woman con-stantly berates a little balding chap, who is on shoes with semi ski attachments. He does solid juggling, risible bends and terping and ends with making up figures nds with making up figures balloons. Act has surefire public appeal. Pair, just over from the U.S., looks in for mucho work

Elvi & Pilon are also a solid act. A man and woman, they do grace-ful acrobatics, with both undering, A Russian wolfhound bounds ef-fortlessly among them. It is in-for mitts, Lavodos (2) are a knock-about acro act with enough prowess to blend their kidding into supple and eye catching stands and balancing.

Farina is a situation comic whose

Farina is a situation comic whose takeoffs on a Hispano dancer and a pleading lawyer do not have enough awareness and insight to give the bit the snap and comedic outlook it needs. But he has timing and needs material before he can emerge a new comic bet here.

Robino has eagely given this two-

and needs material detroit he can be a seried and offers a pleasant seried of acts and offers a pleasant string of folk tunes. He's a hand-some boy with pleasing pipes and appreciated by its mainly nabe clientele. Miss Cody is still a solid entertainer though she has to use more care in new material. Yvonne Jacquemont gives the gossipy in-tros the audience seems to want and is comely enough for those who don't relish the spiels. Maurice Boulais Orch (9) do okay backing and intro work.

#### **New Acts**

KENNY MILLER Songs 25 Mins Ye Little Club. BevHills

Friends, friends - and friends—sardined into Ye Little Club Tuesday (13) for youthful blonde Kenny Miller's singing bow. The capacity crowd, primarily the younger set, must have garnered Marshall Edson mucho green stuff, for even the Pepsi crowd has to shell out a two-drink minimum. But its doubtful whether Miller's pals will stretch loyalty to the point of repeating the spending scene. Also, doubtful whether he would ditto in any but this Bev-Hills boite.

Act itself staged by Al-Anthony who also fingered the 88 at opener, is highly imaginative in spots Unfortunately Miller, whose spots. Unfortunately Miller, whose turn orbits around the youngsters in the entertainment field, isn't enough of a heavyweight vocally to put it across. "In-jokes." personal references and pals' names resulted in enthusiastic mitt action

sulted in enthusiastic mitt action from opening night crowd.

Anthony's staging called for Miller to come on mike as a newsboy "extra-ing" his opening. From here the young singer worked into a fairly good "Let Me Entertain You," "Just In Time" and a hand-clapping spiritual, "Old Time Religion" While his gestures are in You," "Just In Time and Time Re-clapping spiritual, "Old Time Re-ligion." While his gestures are in tempo for each number he should bypass songs in the "Jezebel" flavor. In time and with more seasoning. Miller may come up with a stiff enough punch to warrant this type of act.

Kaja.

ROBERT JEANTAL Songs 20 Mins

20 Mins;
Bobino, Paris
Robert Jeantal recently won a singing contest among young hopefuls here. He is personable but still has too many personal tics, like lolling his head too much, which will probably disappear with some roadwork. He has a big voice but forces it a bit and has a penchant for musty material.

imitating Miss Piaf is not the answ Denise Leorun, nowever, is a young firmly planted, intense looking dark girl who gives out with songs of desire and want, with the dramatic twist of loss or gain, the dramatic twist of loss or gain, that makes her a new songstress who might emerge a fine specialized singer in her own right without the shadow or precedent of Miss Plaf either abetting or aiding her. She sometimes forces an emotion instead of feeling it but shows awareness, sensitivity, a voice and stance that may turn her into a needed better here. Mosk.

PAUL EVANS Songs 27 Mins.

Chaudiere, Ottawa
Newest of the Jimmie Rodgers
type folk-singing chanters is Paul
Evans who runs through a nice
stanza of warble sans much staging but with plenty impact. There must be thousands of Paul Evans coming up in church halls, Legion halls and school auditoriums, but this one has two disclicks in a row (Guaranteed label) and bookings in niteries so he's well on the way to a chanting career. Evans uses a guitar alone and with orchestra backing and offers a pleasant string of folk tunes. He's a hand-some boy with pleasing pipes and brings the tablesitters in with him

#### Arena Review

Coldstream Guards Band

And the Queen's Own Camerou Highlanders (Madison Sq. Garden, N. Y.)
The annual Hurok parade from

England this time comprises the Regimental Band of the Cold-stream Guards and the Pipes, and Dancers of Drums Queen's Own Camer Highlanders. It's the first time for these groups in this country, alhough Hurok past years has taken other crack marching out-fits from the colorful ents of Britain.

of Britain.

It's another great occasion for the Anglophiles, or practically anybody else who subscribes to the Gershwin line, "I Love a Parade." This is military pageantry at its best. The display as presented for two performances at the Madison Square Garden, N.Y., on Saturday evening (24) and Sunday matinee, played before nearly full houses loaded down with the idolators. This is one of the bigget anter.

played before nearly full houses loaded down with the idolators. This is one of the biggest entertainment airlifts in the concert sphere. It's a huge undertaking that encompasses a great deal of expense, but it seems to be one of the more profitable ventures in this season's Hurok prospectus. The wonder of it all is the size of the audiences. One can deduce that only Anglophiles attend, but at Saturday's Garden show, the mere mention of Irish (traditional enemies of the English) troops got the biggest vocal huzzah of the evening. Then again, while New York has a sizable British colony and a greater number of former tourists who have watched the changing of the guards at Buckingham Palace but this show still taxes seating capacit in areas where the British aren't as well represented. It could be a pure love of pomp that brings such huge returns.

The red-coated and shako splenon a The red-coated and shake splenope- dor of the Coldstream band and
but the tartaned splash of color and
tics, the skirl of bagpiese of the Camuch, eron Highlanders nearly brought
with the audience-to its collective feet.
big The marching formations, regal
has carriage and sense of history carrial Fried in the bearing of this aggregabis tion is truly stirring.

some roacwork. He has a big and has carriage and sense of history cara penchant for mushy material. And prepared in the bearing of this aggregation is truly stirring.

Wusically, the Bri shers display the same fine sense of discipline as they do in the marching. They perform, as expected, songs, insight and spark that augur star material, but he could be an okay regular in the male singing corps here which have not gotten much new blood of late. He is on Philips disks.

DENISE LEBRUN

Songs

DENISE LEBRUN

Solino, Paris

Due to Edith Piaf's lingering illness there has been a search on of find new, dramatic singers. But

The Dancers from the Cameron

## VARIETY BILLS

NEW YORK CITY

MUSIC HALL Leslie Uggams Dick Towers G & B Derringer Helen Wood Anthony Dario Rockettes Corps de Ballet R. Paíge Sym. Orc

AUSTRALIA

MELBOURNE

Tiveli
June Bronhill
Deidree Thurlow
Howell Glynne
Raymond Nilsson idowell Glynne Raymond Nilsso. John Larsen Kevin Mills Robert Eddie Bruce Williams John Godfrey Helinka De. Tarczinska. Tarczinska. Thea Phillips. Renee Osbourne Douglas Stuchb Ronald Austroot Sydney Tivoli Lee Davis

Tivoli Lee Davis Barney Grant Edith Dahl

BRITAIN

BLACKPOOL
Opera House
Tommy Steele
Alma Cogan
Eddie Calvert
Wise Guvs
Sid Millward
Wally Stewart
Nitwits
Harbers & Dale
Mathurins
Now Warden

lcolin to Dancers Palace Palace
Harry Secombo
Ruby Murray
Harry Worth
Bob Williams
Amazing Marvyn
Roy
Skylons
Max Russell
Palace Dancing
Lovelies

RALIA

(Rita Moreno & An Evelvn Rose
Ulk & Maor Marie Claire
Peter Crase
Peter Connit
Jimmy Vaughan
BRISBANE
Her Mejesty's
Santy Curti
Seth Gee
Jackie Dennis
Seth Gee
Jackie Dennis
Seth Gee
Jackie Dennis
Peter Curti
Seth Care
Jackie Dennis
Peter Curti
Seth Gee
Jackie Dennis
Jimmy Curti
Seth Gee
Jackie Dennis
Jimmy Curti
Seth Gee
Jackie Dennis
Jimmy Williams
Jimmy Sethand
Paula Langlanda

LEEDS Empire
Geo. Mitchell Min.
Stan Stennett
Fenny Nicholls
Ossie Noble:
The Jackpot
Mitchell Maids
Larry Gordon
Joan Hinders
Joan Horer
Tony Mercer
Dai Francis
John Boulter LONDON

Richard & Shadows Russ Conway Joan Regan Edmund Hockridge David Kossof Szonys
Billy Dainty
Des O'Connor
Ron Parry
3 Romanos

Cabaret Bills

Drake
Diana Trask
Jimmy Blade Ore
Gate of Horn
Bob Gibson
London House
Eddie Condon 6
Audrey Moris 3
Eddie Higgins
Miater Kelly's
June Christy

Trade Winds
Don Rickles
Noreen Parker
Joe Parnello 3

LOS ANGELES

Joanne Patrich Jack Elton Steve La Fever

Band Box
Billy Gray Rev
Lenn, Rev
Lenn, Rev
Lenn, Burger
Ben Blue
Cully Richards
Junes Sadans
Joan Kayne
Joan Elliot
The Cross Bros.
Cloister
Sarah Vaughan
Traian Boyer
Geri Galla Grove
Gorden Add Shell
MacRad Cressende
Louis Armeta

Randy, Sparks 3
Russ Haddock
Holby Short
Moulin Rouge
Olivette Miller's
"Highlights of Harlem" (All-Negro
Musical 80)
Jack Douglas
Reiko
Gus Bivona Trio
"Statise thera
"Pistatise thera
"Ve Little Club
Sally Jones Kenny Miller
Kenny Miller

Encore
Randy Sparks 3
Russ Haddock

#### LAS VEGAS

Riviera
Red Buttons
Mills Bros
Billy Williams Rev
Jack Catheart Ore
Novelords

Soveroras

Sandra

Dan Da Sahara

Conside Francis

Conside Francis

Ray Anthony Rey

Deedy & Bill

Louis Basil Orc.

Sandry

Boole Francis

Morris Medical

Sandry

Sandry

Boole Francis

Gobby Cole Fri

Garr Nelson

Copa Girls

Antonio Morrelli Ore
Jan Showboat

Harry Ranch

Johnny Cash

Merle Travis

Faith Dane

Sparky Harry

Faith Dane

Sparky Harry

Faith Dane

Sparky Harry

Fatth Dane

Charlie Teagarden

Don Santora

Geo, Redman Ore

Lido Gradust

"Ca C'est L'Amour

Roberta Linn

Ilawaiian Revue

Thunderbird

Thunderbird

Tollies calin Arden

Chaz Chase

Al Jahns Ore

Fred & Marcy

Antore

Al Jahns Ore

Fred & Marcy

Antore

Al Jahns Ore

Fred & Marcy

Antore

Al Jahns Ore

Fred & Marcy

Fred & Marcy Millionalres Tropicana Folles Bergere Jerry Colonna Ralph Young Maria Lopez Janine Calre Colette Neidiger Frank Moore 4 Channing Polloc Shecky Greene

RENO-TAHOE

Golden
Miguelito Valdes
Four Coins
Apollos
Harold's Club
Rusty Draper
Freddie Apolios Club
Harola's Club
Harola's Club
Harola's Choper
Freddie Morzan
L & E Roberts
Harrah's (Tahoe)
Liberace
Ballet Trianos
Anden's Poodles
Taylor Dancers
Mary Kave Tri
George Rock
Leighton Noble Oré
Harrah's (Reno)
Tony Pasior
Wade Ray

Wilder Bros.
Don Peterson
Dick Shawn
Gigolos
Jack Melick Ore

Riverside
Kitty Kallen
Gaylords
Ed Fitzpatrick Ore

# ANCISCO Moulin Rouge Patti, White Oscar Cartier, Donna Kaye. Susan Stephens Maynard Meyer Ore.

Wade Ray

SAN FRANCISCO

Blackhewk
Ahmad Jamai
Duke Elijineton
Eligekt's
Duke Elijineton
Eligekt's
Dona Kay
Sorari Zario
Be & Ray Coman
Be & Ray Coman
Be & Ray Coman
Be & Ray Coman
Be & Hangower
Eddie Liagins
Earl Hines Ore
Louit Naye
Limin Naye
Limin Naye
Limin Naye
Jarr Workshep
John Coltrane

Ed Fitzpatr

Moutin Ratio
Patti White
Dona Kay
Susan Step
Dona Kay
Susan Step
Dona Kay
Susan Step
Dona Kay
Susan Step
Maynard Me
Maynard Me
Maynard Me
Hangower
Bulletton
Be Wriglet
Larry Grays
Sulvia Syria
Jarr Workshep
John Coltrane

Ed Fitzpatr

Moutin Ratio
Patti White
Dona Kay
Susan Step
Maynard Me
Maynard Me
Maynard Me
Young
Ber Wriglet
Larry Gray
Sulvia Syria
Berry Ashi
Roy Palmer

On the Levee Kid Ory Orc Purple Onion Smothers Bros. June Ericson Mel Young

#### 'NEW HORIZONS' EXECS

Hollywood, Sept. 27. Irvin P. Mazzei, western regional

Irvin P. Mazzei, western regional director of the American Guild of Variety Artists, and John Tranchitella, prexy of Local 47, American Federation of Musicians, have been famed co-chairmen for "New Horizons of 1960."

The free admission show features the newest products and services developed in So. California and will be staged at the Shrine Exposition Hall, Oct. 12-18. Both Mazzei and Tranchitella will bring in various musical and show biz acts, all to be paid each union's minimum scale, minimum scale.

lue Angel
Mighty Panther
"Calypso Voodoo"
Marliza & Lationgo
Tina Montez
Camille Yarbrough
Jamalea Slim
King George
Tino Perez Orc
Conrad Hilton

"Persian Paradise"
Shirley Winter
Bill Christopher
Frederick & Gina
Max Patkin
Ron Urban
Byrd & Janlne
Gay Claridge Ore
Boulevar-Dears (5)
Boulevar-Dons (5)

iolinalres mile Coleman Orc heo Fanidi Orc

Yellein agene
Singer
Singer
Savey Milton
Gunnar Hansen Orc
Chas. Holden Orc
Ray Hartley
Upstalrs/Downstairs
Ceit Cabot
Gordon
Go

down. Their executions of the tra ditional Scot dances nearly exude the scent of the heather.

The present tour of these two outfits not only does much to build er is a belter with solid dramatic feel and the latter a big voiced singer who has yet to find the right style and songalog.

Among fillers and openers to elownish duo of Lolo & Lita run these don't grow on the vine and Highlanders also bring the house that somethan somewhat for these country, but helps promote tourners, but helps promo

Ball's Assion Dicts

Assion Dicts

Fremont Hole

Jets Temont Hole

Sons of Gold'n Wal

Assion of Gold'n Wal

Johnny Olena

Keynotes

Mint

Merry Man

Johnny Jackson

Kay Martin

Hot Henry Org

Mevade Ciol

Mevade Ciol

Johnny Paul

Lower Frontier

Larry Alpert

N. Beau Frontier

Larry Alpert

N. Beau Hord

Billy Eckstine

NEW YORK CITY Birdland
Buddy Rich AllSiars
Horace Silver 5
Afro-Jazziacs

VIGENT STATE OF THE STATE OF TH Basin St. East Betty Hutton Don Williams Sno Williams Sngrs Sy Oliver Orc Charlie Shave-

Blue Angel
Shellev Berman.
Noel Harrison
Barbara Gilbert
Jinmy Lyon 3
Bon Seir
Tony & Eddie
Phyllis Diller
3 Flames

3 Flames Jimmie Daniels

onelley Ore crank Marti Ore Embers Dorothy Donegan Roy Eldridge 3 Joe Howard's Barbara Black Owen 3 Ace Smith Hotel

Milt Saunders

Hotel Pierre

"Merry Widow"

CHICAGO

## **Paris Season Starts Early With** French 'Raisin,' Edwige Feuillere Rep

The Paris legit season is off to an early start. Local policy is generally for houses to reopen after summer holidays with revivals or continued runs of last-season hits, while new shows are prepared and rehearsed. This year, however, many theatres are unshuttering Roger MacDougall play, product the red Al Roger MacDougall play, product the red and rehearse are unshuttering Roger MacDougall play, product the red and remaining representations of the red and remaining representations.

hits, while new shows are prepared and rehearsed. This year, however, many theatres are unshuttering new entries.

Edwige Feuillere has opened her reperitory season at Sarah Bernhardt with new production of Jean Cocteaus "L'Aigle a Deux Tetes." but he hebertof in 1946. She follows in with help duentin adaptation of Somerset Maugham's "Constant Wife" lacted by Ethel Barrymore the Merrick hasn't signed contracts for the play, driginally about a Wife "lacted by Ethel Barrymore the Marine Cornell in 19521, personality. The script will probe but of December.

An adaptation of the 1934 Soviet comedu." "A-"

patra tragedy. "Rodogune," scneduled for December.

An adaptation of the 1934 Sovietcomedy, "Another Man's Child,"
by V. Chkvarkine, has relighted
the Daunou. The French version
is called "La Petite Datcha".
("Little Datcha") and has a capable company and added songs and
dances. Gilbert Miller's first production in Paris is a French version of the N.Y. Drama Critics'
Prize play, "A Ralsin in the Sun."
at the Caumartin. The drama of
Negro life in Chicago has been
translated by Emmanuel Robles
and in the Sidney Potitier role has
Eachir Toure, who scored last year
in Jean Genet's "The Blacks."

Due before October are a new

Due before October are a new comedy by Marcel Achard, "L'Idiote ("The Idiot"), at the An-(Continued on page 71)

#### Merrick Again Shuffles B'way P.A. Assignments For Ballyhoo Refresher

For Ballyhoo Refresher

Broadway producer David Merrick has been switching his pressagents again. Last spring, when he was represented on the Main Stem by three musicals and a remarkable of the shows had wp.a., presumably to frashen the ballyhoo.

Three of those four entires are still running in New York, but only one is being represented by the same publicist assigned to the job last spri Seymour Krawitz, who at that time was moved over from "Gypsy" to "La Plume de Ma Tante," is still pressagenting the French revue. However, "Gypsy" which had gone to Harvey Sabinson, is now represented by the publicity team of Frank Goodman, and Ben Washer.

To Ballyhoo Refresher tors, Following the spot constitued a nitery policy as the Istan-triple and prostreently as the Quadrille, A room adjoining the Harlequin Stement at period is without a legit tenant at present, is without a legit tenant at present, is booking folk singers and musifor weeken performances. One Sheridan Square, where "Greenwich Village, U.S.A." opens one Sheridan Square, a cabaret-styled operation coffee instead of alcohol), opened last Aug, 15 with without a legit tenant at the newly-converted sherical style of Cafe Society Downtow. One Sheridan Square, a cabaret-style doperation coffee instead of alcohol), opened last Aug, 15 with without a legit tenant at the newly-converted sherical style of Cafe Society Downtow. One Sheridan Square Playhouse, located a folk music program. The Sheridan Square Playhouse, located a proposition coffee instead of a folk music program. The Sheridan Square Playhouse, located a proposition coffee instead of a folk music program. The Sheridan Square Playhouse, located a proposition coffee instead of a folk music program. The Sheridan Square Playhouse, located a proposition coffee instead of a folk music program. The Sheridan Square Playhouse, located a proposition coffee instead of a folk music program. The Sheridan Square Playhouse, located a proposition coffee instead of a folk music program. The Sheridan Square Playhouse,

publicity team of Frank Goodman and Ben Washer.

The p. chores for the third holdover show, "Take Me Along," are now being handled by the Bill Doll office, which took ever from Sam Friedman, who had been with

Som Friedman, who had been with the tu, since the spring, Doll, who w, pressagent for Merrick's first new Broadway entry of this season, "Vintage '60," which folded after a week's run, is, also working on two of the four other shows the producer has scheduled for Main Stem bows by the end of this year. Of the new quartet, Doll is handling, "Taste of Honey," which opens next Tuesday (4) at the Lycum Theatre, N. Y., and "Do Re Mi," slated to bow bee '26 at the St. James Theatre, N. Y. The Yemaining two entries are "Irma La Douce," which Goodman and Washer are representing, and "Becket," which James Proctor is publicizing, "Trma" opens tomorrow night (Thurs.) at the Plymoult Theatre, N. Y., and "Becket" bows next Wednesday '5) at the St. next Wednesday (5) at the St. James Theatre as an interim book

#### 'Skin of Our Teeth' Will **Launch Season for ELT**

The Equity Library Theatre will open its 1960-61 season Oct. 11 with a production of Thornton. Wilder's "The Skin of Our Teeth," at the Lenox Hill Playhouse, N. Y. The showcase presentations will be performed Tuesdays through Fridays at 8:40 p.m. with Saturday performances at 3 and 8:40 p.m., and will close with a Sunday matiness at 3 p.in.

## 'Image' for Next Season

## **Another Village** Nitery Shifts To Off-B'way Legit

Another former Greenwich VII-lage nitery, site is being transformed into an off-Broadway theatre. Lynn Michaels and Harry Baum, of the downtow eastsite St. Marks Playhouse, are expanding their legit activities to the Harlecuin Cafe Playhouse, which they're managing with Philip Mesiter.

The Harlequin, a 199-seater, located on West 8th Street, between 5th Avenue and 6th Avenue, on the site occupied for some tim

tween 5th Avenue and 5th Avenue, on the site occupied for some tim by the Moroccan Village, which specialized in female impersonators. Following the demise of the Moroccan Village, the spot continued a nitery policy as the Istanbul and most recently as the Quadrille.

Square, also ies the site of a former nitery, the Village Grove Nut Club. The Playhouse has been tenanted for over a year by th revival of "Leave It to Jane."

#### **NICHOLS-MAY POSTERS** ON RESTAURANT PASS

Alexander H. Cohen's Nine O'Clock Theatre production of "An Evening With Mike Nichols and Elaine May," due to open Oct. 8 at the Golden Theatre, N.Y., getting a free ride in three-sheets to be posted a week previously. The posters are hinged on a co-op "Nine O'Clock Curtain—Dine at Leisure" message and include advertisements for six New York restaurants.

restaurants.
The eateries are the Colony, Al-The eateries are the Colony, Algonquin, Leone's, La Fonda del Sol, Playbill and Sardis East. Each spot is charged pro-rata and consequently the three sheets including printing, posting and exhibition are costing the production nothing. The average Broadway show normally spends between \$500 and \$750 weekly for such coverage.

Cohen has purchased a half-page weekly in the Playbill, the official Broadway legit program, to crossplug the tieup.

## **Broadway Requiem**

So many lads I knew are gone, So swiftly life is theft, I'm half afraid to look around To see how few are left.

It seems like only nights ago,
Those laughing lads and I,
Were making all the gayer spots
From dusk to dawning sky.

But now they need no fillip cu For missing earthly goals; And may they have eternal peace Those sweet and gentle souls.

## Seek 110G Ante, Plus 16½G Call, For B'way 'Rhino'

Kerz's upcoming Broadway Leo Kerz's upcoming Broadway production of "Rhinoceros" budgeted at \$110,000, with provision for 15% overcall. The Eugene Ionesco drama, originally presented in Paris and subsequently adapted by Derek Prouse for London, is scheduled to open Jan, 5 at an undesignated Broadway theatre.

tre.

The author royalty on the Main of Prouse's The author royally on the Main Stem presentation of Prouse's adaptation will be the basic Dramatists Guild minimum of 5% of the first \$5.000 gross. 7½% of the next \$2.000 and 10% of the balance. Ionesco and Prouse will share on a 60-40 basis. Ketz is to get 1% of the gross as compensation for hi services as producer, in addition to sharing equally in the profits with the backers.

A solicitation to prospective backers reveals that Robert Lewis, who was to have directed the Broadway production, would have received a \$5.000 fee, plus 3% of the gross and 7½% of the net profits, to be treated as an expense and deducted prior to the regular distribution of net profits. Advances at the time of the solicitation included \$1,000 to Lewis and (Continued on page 72)

(Continued on page 72)

#### Williamstown Strawhat. Gross Up 15% over '59, But Maybe Not Enough

But Maybe Not Enough

Williamstown, Mass., Sept. 27.

A gross of \$40.815 was registered by the Williamstown Summer Theatre on its eight-week season, which ended Sept. 3. The boxoffice take represented a 1576 increase over the preceding semester, while attendance climbed 476 over last year, to 627 of capacity.

Of the eight plays presented, the lowest grosser, (\$3.622) was the final entry, "The Visit." which constarred E. G. Marshall and Nan Martin. Although the overall take this year (the sixth consecutive season) topped 1899 it was about 67 less than the figure anticipated and may not have been enough to compensate for rising costs and the employment of a more professional company. The exact financial status of the operation will be determined later on when all bills have been tabulated.

Meanwhile, Nikos Psacharonou-

determined later on when all bills have been tabulated.

Meanwhile, Nikos Psacharopoulos, executive director of the theatre has returned to his post as assistant professor of play directing at the Yale School of Drama. Tom Brennan, associate director of the stock operation, is scheduled to stage an off-Broadway production of "A Piece of Noon" next Novem-

ber. Guest directors Frank Pacelli diest directors frank Pacelli and William Francisco are now in New York, where Pacelli has resumed his staging duties at NBC. Francisco recently resigned as head of the Yale Dramatic Assn., being succeeded by Lee Starnes.

#### Ft. Worth's Casa Manana To Operate Year-Around

Bill Putch Drops 3

William H. Putch has dropped his options on Robert Lane's "Divide by Two," "Three on a Match" and "Satan's Playmates."

He presented the first two at his Totem Pole Playhouse, Fayetteville, Pa.

10 Upgrate 1ear-Arolind
The Casa Manana Theatre, Ft. Worth, established a summer record this year with a \$400,000 gross for the 15-week, seven-play season. Michael Pollock, producer-director of the three-year-old theatre, is planning to extend the schedule to year-round operation beginning with a season of straight plays this winter.

## 'Advise' Film Deal Could Cover Legit Nut, But Not 80G Overcalls

## Musical 'Hero' Budgeted

Musical 'Hero' Budgeted
At 300G (20% Overcall)
The scheduled Producers Theatre presentation of "Hero," the musical version of the 1944 Paramount film, "Hail the Conquering Her," is budgeted at \$300,000, with provision for 20% overcall. Producers Theatre acquired the rights to the property from the Music Corp. of America subsidiary, Emka, Ltd., which had previously acquired all rights in the basic material from Paramount.

The book for the tuner has been adapted by Laurence Gelbart. The music and lyries are by Mark Charlap and Norman Gimbel, respectively. Bob Fosse will choreograph and stage musical, which is to open Jan. 5 at the ANTA Theatre, N. Y. Robert Linden will be associated with the presentation.

## **Collab-Brothers** With 'Tenderloin,' Also Option 2

James and William Goldman are breaking into the ranks of new Broadway playwrights with a splash. The collaborator-brothers, currently script-doctoring an out-of-town tryout, have had a play of theirs optioned for Broadway production this season and a musical for which they wrote the book, being considered for Main Stem presentation next year.

The Goldmans are now working on the George Abbott-Jerome Weidman book for the musical. Tenderloin," trying out in Boston. The New Dramatists Comittee had originally assigned them, through a Ford Foundation grant, to travel with the production as observers. Their own play, slated for presentation this season, is "Blood Sweat and Stanley Poole." It's to be produced by Roger L. Stevens, The musical, "A Family Affair," with a Score by John Kander, is a prospect for production next season by Leland Hayward.

#### ALAN PRYCE-JONES IS THEATRE ARTS CRITIC

British drama critic Alan Pryce-Jones appear to be following in the footsteps of another English legit reviewer, Kenneth Tynan. Pryce-Jones, a noted British au-thor, filled in as critic for the London Observer when Tynan, the regular reviewer, took a two-year leave of absence to cover the Broadway openings for the New Yorker magazine.

Broadway openings for the New ternoon of Oct. 14. Nadel will not Yorker magazine.

Tynan returned to his Observer post at the end of last season and now Pryce-Jones, who is in the Courte.

U. S. on an assignment for the L. S. on an assignment for the list of the Broadway beat as drama critic for Theadre Arts magazine. Pryce-Jones' While in N. Y. Nadel will no. o. the new plays which he'll report which he'll discuss on his upcoming broadway and off-Broadway shows for the mag earlier this month.

Jack Both of the New ternoon of Oct. 14. Nadel will not plane back with them, but will plane back with them, but of "Camclet" at the new OKcefe carrie.

#### Poetry, Prose Readings At Donnell Library, N. Y.

At Donnell Library, N. Y. An informal poetry and prose reading series, "Classics to the Contemporaries," was launched last week at the Donnell Library Center, N. Y., by Leslie Barrett and Diana Barth, accompanied by Staats Cotsworth and Edith Atwater as guest participators.

Guests with Barrett and Miss Barth last Monday night (26) were Alexander Scourby and Geraldine Brooks. Tapes of the programs are to be broadcast over WBAI-FM in New York.

The potential income from the pre-production sale of the film rights to the Pulltzer Prizewinning bestseller, "Advise and Consent," more than covers the basic \$150,000 capitalization of the upcoming Broadway production of the Loring Mandel dramatization of Alan Drury's novel. The picture deal provides for a maximum payment of \$450,000, of which the production would get \$162,000 as its 40% share, less 10% commissions.

The Robert Fryer and Lawrence Carr deal for the production of the play provides for a 20% involuntary overcall, plus a voluntary overcall, plus a soluntary overcall, plus a soluntary overcall, plus a soluntary overcall, plus a soluntary overcall, plus a secupon the eventure calls for the backers to set

\$230.000.

The profit-sharing setup on the venture calls for the backers to get 40% and the management 60%. This split would be altered in the event of a voluntary overcall The change would reduce the management's slice of the profits and increase the backers' cut if all the investors were to contribute their ment's site of the profits and increase the backers cut if all the
investors were to contribute their
pro-rata share. If only some investors contribute to a voluntary overcall, their individual cut of the
profits would be increased and that
of the other backers and managements decreased.

As for the film deal, the rights
were purchased by Otto Preminger
through United Artists. The arrangement calls for a \$200,000
down payment, plus staggered payments up to a maximum of \$450,000 on weeks the show earns an
(Continued on page 72)

#### Nadel Bringing Another Columbus Plane Safari To Gandar B'way Shows

The Broadway show trains and planes pioneered in 1952 by Norman Nadel, drama and music critic of the Columbus Citizen mow the Columbus Citizen toow the Columbus Citizen-Journal), are still going strong. A record total of 265 theatregoers from the Columbus area has been assembled for the latest of the Broadway-bound hops, sponsored by the Citizen-Journal.

bound nops, sponsored by the Citizen-Journal.

The group, which will be escorted by Nadel and the paper's public service editor, Richard Tracey, is due Oct. 9 by plane for a week's stay in New York. The show's on the group's Broadway schedule include "Sound of Music." "Miracle Worker," "Best Man" and "Fiorello" for some and "Bye Bye Birdie" for others. Besides four legit offerings, the group will also take in the Radio City Music Hall presentation.

take in the Radio City Music Hall presentation.

Among optional events, for which a number have already signed, is a visit to the International nitery. The group will be berthed at the Edison Hotel, N. Y., and will fly back to Columbus the afternoon of Oct. 14. Nadel will not plane back with them, but will fly to Toronto to catch the tryout of "Camelot" at the new O'Keefe Centre.

While in N. Y., Nadel will o. o. the new plays, which he'll report

Evansville, Ind., Sept. 27.

Evansville, Ind., Sept. 27.
With the college reopening imminent, the Indiana Univ. showboat ended its summer run Sept. 3 at Louisville with "Taming of the Shrew." An estimated 20,000 persons attended the 68 shows on the boat during its first Ohio River pilgrimage under college ownership. The season started June 7. In previous summers, the showboat lioused campus groups representing Hiram and other Ohio colleges, but it was sold to Indiana Univ. last year. last year.

Brooks. Tapes of the programs are to be broadcast over WBAI-FM in New York.

Gower Champion has arrived from the Coast to audition singers and dancers for "Carnival."... agiven Aug. 16 through Aug. 27.

## Shows Out of Town

nsinkable Molly Brown
Philadelphia, Sept. 27.
Theatre Guild & Dore Scharv presentamor two-act (18 numbers) musical comveith music and lyrics by Meredith
Ilson, book by Richard Morris, Staged
from Ciliver Smith, lighting, Peggy
ark, costumes, Miles White: orchestrad musical direction. Herbert Greens
are music arrangements, Sol Berkywir,
in Stiles, Franc. Personal,
mistales, Franc. Present,
mistales,

Marvin Goodis
Tamani Grimes
Nada Rowand
Bill Starr
Sterling Clerk
Bill Starr
Norman Fredericks
room Pridthnums
Norman Ergdericks

Charlie Christmas rown Harve Presnell
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Gitter Dor Myerboer rts - Cardella nine pelong

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Dichess Marie.
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ss of Burlingome
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May, arthura Adking, fito Durante, Mark, iRoss L. Mark, iRoss L. I Ain't Down Ye." Boys." 'Ye Olorado, dv. Started In." 'W. Own bel on the Denver. 'Rrown.' "Son Jour." Chick-a-Pen. "Are 'Small" "Keepa-Hoppin." "Ieady Johnny Brown." "Dolce Fer. "iente." "Where the Joke's Goin' On."

A suberior score by Meredich Willson, an unexpectedly forceful, often off-beat book by Richard Morrix, gorgeous scenic backgrounds by Oliver Smith and a magnetic and vibrant performance by Tammy Grimes, combine to make "The Unsinkable Molly Brown" a bright pr spect for Ernedway.

Brown" a bright pr spect for Broadway.

It is not a show that can be taken for granted. Plenty of work remains to be done in sharpening, catting and rearrangement. But the ingredients are all here and under Dore Schary's directorial hand the new triner should be reedy after its five weeks here, probably before.

Advance word had drifted in about Willson's superior score, and it did not disappoid, although the show might stand another tune of the quieter ballad variety, now only represented by "Colorado. My Home" and "Chicke-Pen." both sung by Harve Presnell (the romantic male lead opposite Miss. sung by Harve Presnell the roman-tic male lead opposite Miss Grimes. Most of the joutstanding songs are robust, rois ering he-man numbers such as "Belly Up to the Bar, Boys," "I Ain't Started Yet," "Keep a Hoppin" and "Leadville Johnny."

Taking nothing away from Willand helping row with here is a young wife rushing before in her prove scenes or her delivery of Willson's striking by irics. On the whole, however, for a young woman who has no great voice, the actress scores a major triumph in the juícy role.

Presnell, in addition to his able vocalizing, is a personably masculine lead. Notable contributing performances are given by Edith Vieiser as a snooty Denver societ.

Cameron Prud'hor in the contributing performances are given by Edith Vieiser as a snooty Denver societ.

Cameron Prud'hor in the contributing performances are given by Edith Vieiser as a snooty Denver societ. Taking nothing away from Will-sen, the happy surprise of the eve-ning was the warmly-sympathetic libretto by Richard Morris, which is not hased on any book but uses the figure of Mrs. Brown as its prol gonist. The show opens, with-out overture, with a realistic scene of a tossing lifeboat from the sink-ter. Titanch with the indeficitions

Unsinkable Molly Brown Dalmes and Mitchell Gregg as a Philadelphia, Sept. 27. couple of France's nobility.

couple of France's nobility.

Miles White has backed up
Oliver Smith's terrific sets with an Officer Smith's terrific sets with an array of provocative period costumes and Peggy Clark's lighting is a feature. Peter Gennaro has handled, the choreography well. There are no set ballet or specialty dances, but several fast chorus number? numbers

The Theatre Guild and Schary have a fine prospect in "The Un-sinkable Molly Brown." Waters:

New Haven, Sept. 27.

Alan Pakula presentation of three-act drams by Stanley Young, from the biography by Marzuerite Courtney. Staxed by lose Quinter; States by Marzuerite Courtney. Staxed by lose Quinter; States. Petreta, Immet. Patricia Zipprodi: hair, sivical times. Patricia Zipprodi. La Collegia Marzueria Chend. Royal Beal, Joan Harketti, James in Olson. Opende Sept. 26, 59, at the culture of the collegia Chend. Royal Beal, Joan Harketti, James in Description of the culture of the c tunnes. Patricia Zipprodit. hair sivies. Ronald de Manni incidental music. Elmer Bernstei. Stars Judy Holliday, features Jack Gwillim. Patrick O'Neal. Chiron Kimbrough. Bib Osterwald. Nancy. Marchand. Royal Beal. Joan Hacket. James Harden Start Heattre, New Haven. \$4.30 top. with Taylor . Clinton Kimbroug Marquerue Taylor . Joan Hacket. Laurette . Judy Holliday Elizabeth Convert . Judy Holliday Elizabeth Convert . Judy Holliday Elizabeth Convert. Geoffrey Johnson Jane Peyton . Nency Marchand Actors Jane Barry. Ranald de Mann. Cwyda Donhowc. William Goodwin. Chirol Marchand Joe . Barry Ranald de Mann. Chirol Marchand John Gibert . Patrick O'Neal Intelviewers. Paul Davis. Ceoffrey Johnson. William Goodwin Young Director . James Olson 
What "Laurette" needs is pace. The Stanley Young dramatization of Marguerite Courtney's book is episodic, and the necessary speed to hold segments together inter-

to note segments together inter-estingly has not been achieved.

The premiere impression is that the script falls short of its poten-tialities. Certainly the career of Laurette Taylor, the vortex of this, literary whirlpool, provides fodd for more then the spotty interpre-

for more then the spotty interpre-tation now on exhibit.

A major factor in bringing this production to a more compelling pitch will be the ability to probe deeper into the subject. The oc-casional flashes of merit are not

Mitigating against sustained in-Mitigating against sustained in-terest are numerous stage waits as-players carry props on and off in semi-darkness. That can be elimi-nated with further playing as the novel system of multiple turn-tables is worked out. The sets, inci-dentally, are layish and uniquely conceived:

The dialog runs from simple padding to tensely dramatic scenes, and the latter must be emphasized.

and the latter must be emphasized.
It varies from pedestrian to

Provide the first strong control of the fittle role is a strong challenge for Judy Holliday. She hasn't yet found the heart of this character, but her initial performance

presents optimistic possibilities.

Jack Gwillim's work in the Harter
Hanners part is smooth
Clinton Kimbrough has a good
third act seeine as Laurette's son.
and Partick O'Neal is convincing
in the John Gilbert Fole. The bal-

Unle find the key to this production. "Laurette" could terreine as possibil "Earrette the Bone.

#### Invitation to a March

Invitation to a Marc's

Theatre Guild presentation of these act
continues to the second of these act
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contents 
terous burden of the action with fine humor. Miss Sherwood, as an Army general's widow who wants her daughter to have all the happi-

Ariny generals whoow who wants her daughter to have all the happiness money can buy, also scores tellingly third-act, mother-daughter scene with Miss Fonda. Miss Winters, although top-staired as a live-life-to-the-hilt cliid of nature, has a role that never comes alive. Roaring expletives seem unsuited to her wonderfully soft voice, and trite, ne-key lines give her little chance to develop th warm, human person. Laurents must have had in mind-Richard Derr, as the father of the heroine's illegitimate son, is stuck with an interminable rehash scene with her. It's an uneven role, Miss Fonda, James MacArthur and Tom Hatcher give competent per

Miss Fonda, James MacArthur, and Tom Hatcher give competent performances in limited parts, and Jeffrey Rowland adds little good little-prother bit.

William Pitkin's settings of two Long Island beach houses, are effectively simple. The lighting by Paul Morrison and some injuginative music by Stephen Sondheim add flavor to the action. Lucinda Ballard's costumes for Miss Fonda and Miss Sherwood are fetching, but. Miss Heckart's bejeweled bants and the gowns for Miss Win-

but Miss Heckart's bejeweled pants and the gowns for Miss Win-ters are unflattering.

Laurents, as director as well as author, has a tough job on his hands in both categories, Mury.

#### Laughs and Other Events Toronto, Sept. 27.

Martin Tahes presentation of two-part one-man revue. Stars Stanley Hollowa. Staged ain choreographed by Toni Chai-moiit settings and lighting. John Robert Lloyd: pianists. Riemond Gale and Ar-thur. Siegel; guitarist, Jerry Silt-erman, opened Sept. 26. 80. at the Royal Alexan-dra Theai. Toronto.

Breaking in his one-man show before taking it to Broadway, Stanley Holloway keeps the audi-ence convulsed with his blend of ence convulsed with his blend of songs and recitations, sitting at the lano and also doing his dance steps. Though not allowed to do. his "My. Fair Lady" bits, the star had first-nighters here listening raptly to his lively songs and recitations, although his cockney cent may not suit New Yorkers. The show includes 31 short items, with such classies written by himself as "Battle of Trafalgar," "Old Sam." "At Waterloo" and two of the "albert and The Lion" bits. The "rest is a potpourri of short

of the "Albert and The Lion Short The rest is a potpourri of short songs and recitations hat keep short crowd enthusiastic during McStay.

Threepenby Opera

San Francisco, Sept. 21.
Actor's Workshop presentation (by arreceived to the control of the c

Matines' Theatre, San

pp. 186 Andrew

Amaster

Market Steel

See Steel Parsons

Robert Beil

See Wilder

Len Lesser

Prill Arnold

Corts Proti

Donald Elson

Richard Vernue

Wesley Marie Tackirt

Hole

Girls Victor

Girls Victor

Girls Victor

Hald Jon Norman h heath ''' icht

"Threepenny Opera" is, by something of a pre-sold presenta-tion by virtue of "Mack the Knife." tion by virtue of "Mack the Knife."
The audience readily identifies with the sh w when, as the curtain goes up, the cockney streetsinger (Tige Andrews) skulks about singing the ballad which every pops voice, from Louis Armstrong to Bobby Darin, has been blaring at the American public for a half-decade.

voice, from Louis Armstrong to
Bobby Darin, has been blaring at
the American public for a halfdecade.

The rest of the performance
comes as something of a shock,
however, unless the spectator has,
some familiarity with John Gay's
"Bergar's Opera," on which it is
based, and with the work and concepts of Bert Brecht, For "Threepenny" is savage satire, and as the
Hogarty-Gay view of England had
considerable validity in its time,
so the Brecht view of England and
by extension, the Western World)
probably had some validity at the
time of the Weimar Republic.
Whether that view is still valid is
a politically debatable question.
"Threepenny" at least raises it,
which makes it a rarity on today's
musical stage.
One fact is sure. "Threepenny,"
as staged by Carmen Capalbo, is
an enormously satisfying entertain—
(Continued on page 72)

Inside Stuff—Legit

New York City Center, via its publicity shop, Dorfman Associates, has notified reviewers that there were only rear or side locations for the opera scason opener tomorrow night (Thurs.), when "Orfeo" and "The Prisoner" will be presented. The management is copping a plea for sympathy on the grounds of having a sellout to a charity (namely, itself). Since the house is motoriously handicapped by limited sight lines and faulty accoustics, the side locations tend to go begging. The decision of City Center, which badly needs goodwill and support from the press, raised eyebrows that the premiere would get this kind of brushoff.

"Thomas Becket" will be given in Vienna at the same time that Manhattan will see it. Stage director will be Leopoul Lindtberg and Oskar Wenner will play the lead, at Vienna's Burgtheater. The next forthcoming 'premiere' will be O'Neill's 'Moon for the Misbegotten' staged by Gunther Rennert, same one who will stage "Nabucco" at the Met opera Oct, 24: "Harvey" and "Death of a Salesman" with the very popular actor Heinz Ruenma will also have new productions around Christmas time:

## Show on Broadway

The Hostage

Leonard S. Field & Caroline Barke. Silv inserted for U.S. consumption Swann by arrangement with Donald and the kind of blatant smut that Albery & Oscar Lewenstein Lich press small boys scrawl ley walls, the property of the pr

ng). Maxwell Shrw
Avig Bunnage
Givan Edwards
Leila Greenwood.
Anita: Daneler
Melvin, Stewart
Dudley Sutton
Aubrey Morris Pat Opening Pat Ver Dillon Monsewer Old Ropeen Colotte Prizefester Rio Rita Mr. Mullea V Miss Gilchrist British Soldier Teresa Aubrey Marris
Patience Collier
Alfred Lynch
Celia Sälkeld
Victor Soinetti
Michael Forrest
Metro Welles
aithleen O'Comor
James A. Roache
Warren O'Connell

Even more than in its original London edition, "The Hostage" is a sort of extravagantly Irish blend of William Saroyan and Eugene Jonesco. Brendan Behan's exhuberionicso Bleinah Benasi Schinder antly untidy, irreverent, bawdy comedy, previously a substantial hit in London, opened last, week at the Cort Theatre, N.Y., and could conceivably have a compar-able success.

able success.

Nothing like the play's derisive zest for life and headlong vitality have been seen on Broadway years. If "The Hostage" clicks in New York, it could be atouring item (possibly with varying local censorship problems) and might even be the basis for a wildly unorthodox picture (with even greater revisions).

The author already something

non-alcoholic but uninhibited -terviews. He's a lively personality on the local scene, and "The Hos-tage" is a stimulating item of entertainment.

Like so many of his countrymen Like so many of his countrymen, Behan is essentially a serious writer under the brash, strident, frequently ribald clowning of his it. Thus, while "The Hostage" is localed in a Dublin brothel, and the characters, dialog and action are obviously intended to shock and outrage the respectable public, there's a germ of emotification, in the writing.

The clight story of a simple, un-

idealism in the writing.

The slight story of a simple, uncomprehending Britisher who isheld as a hostage for the life of a
condemned Trish Republican Army
terrorist in Belfast and who is
the innocent victim of war's stupidity, presented in terms of
unrestrained farce, but with an
underlying note of pathos. And
though the youth is senselessly
killed at the end, he rises at the
curtain to join the other characters in singing the author's defiant
salue to life. salute to life.

"The Hostage" is almost com-pletely formless, and also crude, pletely formiess, and also crude, garrulous, occasionally tiresome and frequently vulgar, if not downright lewd and sacreligious. On the basis of personal observation, it seems considerably dirtier than the critical Landen versions of the basis of the same considerably dirtier than the critical Landen versions of the wife original London version, as though the author (probably with the con-currence of British stager Joan Littlewood) had tried to make the most of the more lenient censor-ship situation in New York for box-office-boosting sensation purposes

Behan has the sort of traditional Irish gift of gab that can lapse into the curse of gabiliness. He's packed "The Hostage" with jokes on whatever subjects occurred to him, with a number of topical

offend a number of proper pla-goers, causing at least a few walk-uts at every performance. But it also likely to amuse and pleasantly scandalize others, arousing mated dinnertable conversation and thereby becoming the thing to see. So the dirtying up for Broad-way may succeed in sparking at-tendance.

The players, including the leads from the London production under Miss Littlewood's freewheeling di-rection, enact the assorted whores, rection, enact the assorted whores, imps, homosexuals, bisexuals and raging denizers of the rundow Dubli dive. The performance is as uneven as the writing, with what appears to be considerable extemporaneous acting. The haracters meander, about, terrupt and harangu ach other, address the audience, break into songs for which the author has supplied goofy words to standard tunes, and generally create an impression of

The Hostage at touring item (possibly with varying local censorship problems) and might even be the basis for a wildly unorthodox picture (with even greater revisions).

The author, already something of an international figure because of his wildly drunken escapades in London last year (including several Invasions of the theatre where the show was playing to heckle the cast and audience), has recently become an overnight celebrity in New York with his strictly non-alcoholic but uninhibited terviews. He's a lively personalized on the local scene and audience and the local scene an

girl who falls in love with him.

In lesser roles are Arita Dandler as, a prostic with lesbian tende cies. Le: Greenwood as. brostic with millar inclinati Dudley, ton as an arrant homo, Melvin Stewert as his Negro priz fighter theart. Victor Spinetti as a self-important IRA officer, Michael Forrest as a climant volunteer. Metro Velle, a stundly antipbe Russian sailor, and Kathelen Occonior, James A. Rozelland Warren Occonnell in bit parts. Frederick Fox's setting and lighting look very such like the clut-

ing look very such like the clut-tered London riginal, and Mar-garet Bury's costumes are color-fully tattered. Hobe.

#### LONDON SHOWS

CFigure denote oneming dates)
Amorous Prawn. Saville (12,9-59).
Art of Livins, Criterion (6-18-60).
Brides of March. St. Martins (7-13-60).
Brides of March. St. Martins (7-13-60).
Candido, Wyngham's (6-13-60).
Candido, Wyngham's (6-13-60).
Flower Drum Song, Palace (2-24-60).
Flower Drum Song, Palace (2-24-60).
Flower Drum Song, Palace (3-24-60).
Happy Hawam, Royal Court (9-14-60).
Most Happy Fella, Collection (1-25-52).
Most Happy Fella, Collection (1-25-52).
My Fair Lady, Drury Lane (4-20-60).
Description Most Happy Ambassadors (1-25-52).
Princess of Eight, Apollo (9-23-59).
Princess, Strand (8-23-60).
Ross, Haymmrket, (6-13-60).
Ross, Haymmrket, (6-13-60).
Ross, Haymmrket, (6-13-60).
Sonple Symmen, Whitehall (3-18-58).
Sparrers Sing, Thitze Royal E. (8-24-60).
Reperfory, Old Vic (9-5.59).
Ross Marie, Victoria Pal. (6-22-60).
Ross, Haymarket (5-12-60).
Ross, Haymarket (5-12-60).
Ross, Haymarket (5-12-60).
Ross, Haymarket (5-12-60).
Stare Wong, Prince Wales (11-17-30).
Stars in Eves, Palladium (6-3-60).
Tiger & Horse, Queen's (6-24-60).
Visit: Royalty (6-22-60).

9-60). id (10-6-60) artune (10-adilly (10-1 (10-13-60).

## So They Say

"A lot of people think I'm a mean, tough man, but someone he to be the boss. The way I figure it, I'm the supervisor of a playground and I have to keep the kids in line."—Broadway producer David Merrick, as quoted by Phil Santora in the N. Y. Daily?

"I would hate a theatre that was all of one kind, and it see to me one of the blessings of the American stage that ther room in it for dramas of darkness and light, for plays with a income and those of escape and sheer frivolity, for dramatists who use the old-fashioned form and those endeavoring to find new ones, for musical comedies that are primitive or sophisticated, cynical or romantic."—Richard Watts Jr., dram frite for the N. Y. Post, in a recent colum in a recent colun

"If a manuscript is good it can hardly miss being put on. Someone will find it and there always will be a commercial producer to give it his best. A commercial producer is a dope like me, stupid in many ways but not d mb-cnough to try to pick a play merely on its chance of making a pile. He hunts until he finds a piece he can believe in deeply. Then he does his unnost for it. Doing that, he has a 50-50 chance of surviving. I would say a man in our buness who bets on a 50-50 ting is commercial."—Broadw pr ducer Kermit Bloomgarden, as quoted by drama critic Frank Aston in the N. Y. World-Telegram:

"Got the kids to get rid of their excess energies by inging ta-gether and you won't have the necessity for gangs and rough stuff; And you'll find that they have fun' "Singer-actor John Raitt, as quoted by Allen M. Widem, theatre editor of the Hartford Times:

"What has happened off-Broadway is not an accident—it's trend which I think ultimately will lead to further dissatisfaction with the New York theatre and to a decentralization of the theatr Just as a few years ago it was like going to Nome, Alaska, to do a play on Christopher Street. In 15 or 10 years—or perhaps even sooner—the idea of going to Chicago to produce a play will be accepted. It think people are going to feel that if they can't work of Broadway, they still must work somewhere. The new young kids are going to come along and say. The hell with this Let's go to Poduk and stair a theatre. I think that's our only hope. —Producer-director Carmen Canalbo. unsigned into view i Gentlemen's Quarterly magazi

"One of my main faults is that I am always choosy. Ma i play. I have liked very much were not liked very much by the aud mer. They were not sheers shi commorcially "Jacob Ben-Ami, as or currently fea and in "T.". If Man, as quoted by John S. 23-

Them to possible and any solution of the solut anch. Scotlandi

## Off-Broadway Review

#### **London Bits**

London, Sept. 27 Lillian Hellman's Lillian Hellman's "Toys In The Attie" is booked for Nov. 9 at the Piccadilly, with Wendy Hiller, Diana Wynyard, Ian Bannen and

Piccadilly, with Werdy Hiller, Diana Wynyard, Ian Bannien and Coral Hrowne.

Doris C. Abrahams, previously known, in the U.S. as: Doris Cole and Donald Flamm, have joined the Oscar Ecwenstei board.

Brian Rix gave every member of the audience a gl ss. of chompagne at the Sept. 12 performance of "Simple Spymen", to celebrate his 16th year as actor-manager at th.

"Simple Spymen" to celebrate his
16th year as actor-manager at the
Whitchall Theatre.
Anthony Quayle and Cellia Johnson will co-star-in "Chin-Chin" for
Peter Daubeiery. Willis Hall has
the British translation of this first
play by French author Roger Billetdoux,
Meyer Levin's "Complusi" will
open the new Season of plays at
Croydon's Pembroke Theatre-inthe-Round.

#### Another Tear For B'way

Editor, VARIETY:

Hollywood.

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when a recom

## **Shows Abroad**

Once Upon a Mattress

Williamson Music Lid., production of word, musical, somethy, with book by the control musical, somethy, with book by the control musical, somethy, with book by the control musical musical musical supervised musical numbers, stated by Joe Layton, experienced by the foreign White: dances and musical numbers, stated by Joe Layton, separations, they have been supervised to the control musical direction. Robert Lower scheen musical resultences, and Arthur Beck fance musical resultences, the control musical mus on: \$3.50 top.

Peter Grant
Jan Cole
Terle Lee
Valerie Hollman
Patricia Michael
Barbara Lewie reces necess valerie Hadmann recess valerie Hadmann reard Bill Kerr necess in November 12 Patrica Michaels valerie Hadmann recess valerie Barbara Leww by Robert Barbara Leww by Robert Barbara Leww by Robert Barbara Leww by Robert Barbara Robert B Editor, Variety:

Hollywood.

When I fast saw Broadway fleetingly during my quadrennial visit to Manhattan. I intended to inflict a melancholy indictment against that area universally glamorized as a major part of show business, or "show hi." as someone, on Variety coined it. Mind you I intended nothing completely nostalete, not bath.

However, I merely wished to sk the agy in not too young to remember, the Br adwa, if my redolescence, the Br adwa, if my redolescence, the brages of hemory in dept. to busine particle of the specific of the section of the christmas trade.

It is early the head with the continued of the rear is may gener some of the Christmas trade.

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Sir Edmond
Lady Gwynneth
Lord Howard
Lady Beth
Lody Ermyntrude
Lord Casper
Sir Steven
Sir Paul
Sim Muntmont
Lady Doreas

There as cral protented dull patches, despite the expectly funny performance of Jail Con II as the gangling Printer Wi mired. It was a potential bride for the prince. She raises repeated laushs with diverting antics, ransing from facial contortions to weight-lifting. Other notable talent has less opportunity. Max Wall is virtually wasted as the court, jester, Thelma Ruby plays the garrulous queen with vitality, and as the silent king Willed of Harpo Mark Bill Kerr as the wizard. Robin Hu ter as the printe and Bill Newmann as Si Harry have limited material.

The production is visually a tractive, Thic costumes and decor are bright and imaginative, and Doirdre Vivian has reproduced the dance and musical numbers with gusto. The pif orchestra, batoned by Robert Lowe, provides lively accompaniment.

#### Billy Liar

Oscar Lewenstein Plays Lid., preventaflow of three act drama by Keith Waterhouse and Wills Hall., adapted from the
Finney. Mona Whosh Features Alberty
Lindsay Anderson: decor. Alan Taggilighting, Peter Theobald, Opened Sept.
13, "60, at the Cambridge Theatre, Lonflowner Roothroy

p.
hroy Ethel Gri ick
FT George A Cooper
Mona Washburne
Albert Finney
ree Trevor Banneler
Ann Beach
Juliet Cooke
Jennifer Jayne Florence Boothroy Geoffrey Fisher Alice Fisher Billy Fisher Arthur Crabice Barbara

The resourcefulness of Albert Finney, a young actor who has come to the fore recently, saves "Billy Liar" from early collapse, but it is questionable whether a single performance, however impressive, is enough to make this a paying venture for producer Oscar Lewenstein. The play is not without menit, but the adaptation makes it an odd and unsatisfactory mixlure of moods.

Finney plays a youth who is an inveterate liar, at best a day-dreamer. He is also a thief, having pilfered the petty cash and rifled the stamp account at his office. He has occasional airs of grandeur, dreams of being a scriptwifer, and contrives to be engaged simultaneoulsy to two girls. Finney, a young actor who has come to the fore recently, saves "Billy Liar" from early collapse, but it is questionable whether a single performance, however impressive, is enough to make this a paying venture for producer Oscar Lewenstein. The play is not without out merit, but the adaptation makes it an odd and unsatisfactory mixture of moods.

Finney lays a youth who is an inveterate, liar, at best a dayldreamer. He's also a thief, having piffered the petty cash and rifled the stamp account at his office. He has occasional airs of grandeur, dreams of being a scriptwirfer, and contrives to be engaged simultaneously to two girls, and have a third waiting on the sidelines.

The play, sdapted by Keith Wa-

terhouse and Willis Hall, from the former's novel, is set in a small Yorkshire town. The North country accent is neceptable, but there is not much sparkle to most of the dialog. Not until the final act is there any attempt to explain awey why the young lad is such a pathological liar.

Finney ness every theatrical trick to keep the title part alive, interesting and even sympathetic. There are reliable performances by Ethel Griffes as a conventionally comic stage granumother. George A. Cooper as the blunt, bullying father and Mona Washbourne as the understanding mother.

The three girls in the hero's life are contrasting types. Ann Reach is safe and respectable, Juliet Cooke a loud-mouthed floorie and Jennifer Jayne' gentle yet passionate. Trevor Bannister' is good enough in a smallish part as one of Finney's workmates.

As stager, Lindsay Anderson appears to have had slack rein on the proceedings. Alan Tagg's single set suits the production admirably, and the lighting by Peter Theobald is okay. Myro-

The Happy Haven
London: Sept. 15.
English Stage Co. presentation of drama in two acts by John Arden. Features Peter Bowlen. Directed by William (Sakill: decor and masks, Michael Ackland: music. Dudley Moore, Obened Sept. 40.00. at the Royal Court Theatre, London: \$2.20 tup. 10.00. Sept. 10.

d Mayor James Beian

Frederick, Happood Resaland Knich

in the of new of new playwright. The heavy helpsyright, the least of new playwright. The least of the public of th

The other members of the cast have a lively air of conviction. There is a sober look to Michael Ackland's, decor. though his Ackland's, decor, though his niasks are surprisingly expressive. William Gaskill, with the unenviable assignment as stager, has carried out the chore with sympathy and authority. Myro.

#### A Walk on the Water

A Walk on the Water
Dublin, Sept. 20.

Dublin Globe Theatre presentation of
drama in three sets by Hugh Leonord
drama in three sets by Hugh Leonord
presented settors, Robert Heade, Stars, Norman Rodway, Godfrey Quigley, Day,
Kelly, Pauline Delaney, Opende Sept. 19,
50, at the Eblesa Theate, Dublin,
Gwen "Citzen" Kane
Genevieve Loyar
His Wite Godfrey Quigley, Day,
Godfreyeve Loyar
Godfreyeve
Go

The leading character of "A Walk on the Water" is an intelligent, father-dominated young man who finds an outlet for his frus-

## **Crazy Gang Eyeing Retirement**

Vet British Comedy Group Can't Take Twice-Nightly Shows-May Finale With 'Young in Heart'

London, Sept. 27.

The twilight of a British comedy legend is in sight with the decision of the Crazy Gang to retire, or at least they have contemplated retirement several times before. Split up as a tear

The present plan, and nobody can be quite sure about any deci-sion of the Crazy Gang, is that the next show, "The Young in Heart," next show, "The Young in Heart," will be their last. It is to open Nov. 28 at the New Theatre, Oxford, and move into their usual London house, the Victoria Palace, three weeks later.

three weeks later.

The Gang has apparently made its own decision and mobody is quite explicit whether impresario Jack Hylton, at present abroad, knows about it. The plan to end this boxoffice bonanza apparently comes from the fact that these veterans find the strain of doing a 'twice-nighty'' show too heavy physically. Once-a-night at the Victoria Palace is an unconvomical Physically. Once-a-night at the Victoria Palace is an uneconomical proposition. It will end an era which has brought big money to the Gang and to Hylton.

the Gang and to Hyllor.

The Gang was formed, almost accidentally, by the late George Black at the London Palladium. It split for a while and came together again in 1947. Since then the various Crav Gangs shows that have run at the Victoria Palace, and the Gang became regular stars of the Royal Variety shows, and are favorites of the Royal Family.

Their comedy is a combination

vorites of the Royal Family.

Their comedy is a combination of earthy, knockabout, vulgar, but inoftensive clowning that has bridged the gaps between vario ages and nationalities. For toursts, seeing the Gang has become a "must," almost like a visit to the Tower of London. ists, see. Tower of London.

The Gang consists of Bud Flanagan (63), one time partner of
Ches Allen, now the Gang's manager; Naughton and Gold, old-time
partners who are now in their early
70's, Nervo and Knox, well into
their 60's, and "Monsewer" Eddie
Gray, who made a comeback with
them a couple of shows ago. There
is a problem for Peter Glaze, who
for several years has been the understudy of them all, never quite
knowing whose part he would be
called on to play—especially during the racing season.

It's unlikely that any of the
Gang will be lost entirely to show

It's unlikely that any of the fang will be lost entirely to show business. Though they haven't really clicked in either films or tv as a team, their new leisure may give them a chance for individual and double-act efforts.

#### **Touring Shows** (Sept. 25-Oct. 9)

(Sept. 25-Oct. 9)

(Sept. 25-Oct. 9)—Italie

Indial. Boston (26-23)

(Sept. 25-Oct. 9)—Italie

Indial. Boston (26-23)

(Control 10)

(Control

e ille, N.C. (3); Ovens Aud., Char-b. N.C. (7-8). syst Man (24 Co.)—Alcazar, S.F. (26-8). amelot (tryout)—O'Keefe, Toronto

Sometry (1904)—A Regie, Asian, A. (26-8).

Doestry Rides Again —Philharmonic Aud., A. (26-8).

Duel of Angels—Blackstone, Chl (26-1);

Face of a Hero ((1904)—Walout, Philly51); Wilbur, Boston (38);

Fiorello 12d (Co.)—Shubert, Chl (26-8);

Five Finger Exercise—Walnut, Phillyfive Finger Exercise—Walnut, Philly-

ower Drum Song—Aud., Denver (27-4); e Fair Music Hall, Dalfas (7-6). th Cousin (tryout)—Playhouse, Wil-

Tair Music trau...

Cousin (tryout)—Playhouse,
1 (5-8).

ation to a March (tryout)—Cass,

(tryout)—

26-8).
ghs and Other Events (tryout)—
Alexandra, Toronto (26-1); McCarPrinceton (3); Jr. H. S., Mamaro-

nce Upon a Mattress (Hurok)—Geary. unce upon a Mattress (Ilurok:—Geary, F. (28-8).

Pleasure of His Company—Capitol, 1993.

Pleasure of His Company—Capitol, 1993.

My Ya (28).

Pleasure of His Company—Capitol, 1993.

My Ya (29).

Pabst. Milwaukee (30-1).

Pleasum, Springfeld, Ill. (3), Loews, Evansile.

Ind. (4): Tennessee. Nasyville (5).

Hood. Huntsville. Ale. (7): Lanier High-hood.

Hond. Huntsville. Ale. (7): Lanier High-hood.

Montgomery (8).

Raisin in the Sun—Wilbur, Boston (1): Ford's. Balton (3-8).

Tasse of Honey (tryou)—Shubert. Cincy (5-1).

Tasse of Honey (tryou)—Shubert. Cincy (5-1).

Tenderloin (tryou)—Shubert.

#### Unintended Shocker

Unintended Shocker
In "Tenderloin," the new musical comedy, staged by George Abbott, a pivotal scene involves, a faked photo of Maurice Evans as a crusading minister caught in a pose with a nude woman. The sign company, which normally mounts pictures and houseboards, made the 60-by-40 inch blowup and framed it. Instead of leaving the jumbo blowup backstage for pickup for outof-town by the transfer company, the delivery man placed it in the lobby in full view of passersby, some of whom stopped in startled surprise. Next morning Elliot Forman,

Next morning Elliot Forman, house manager of the 46th St. Theatre, N. Y., where the musical is to open Oct. 17, phoned the show's press department and complained, "What are and complained, "What are you guys doing to us? We expect to be closed up the day after opening, not before."

#### 'Duel' Ends Tour Oct. 15: Sally Home Second Lead

Jally flome Second Lead

"Duel of Angels" ill end its
tour Oct. 15 when Vivien Leigh's
contract as star of the Roger L.
Stevens-S. Hurok presentation expires. The Christopher Fry adaptation of Jean Giraudoux's play will
close at the National Theatre,
Washington, where it begins a twoweek run Oct. 3. Mary Ure, who
costarred with Miss Leigh on
Broadway and during the show's
subsequent engagements in Los
Angeles and San Francisco, withdrew from the production Sept. 3
at the conclusion of the Friscostand, Sally Home has succeeded

her.
The drama is currently at the Blackstone Theatre, Chicago, until

#### 'Advise' Film Deal

Continued from page 69 =

operating profit. Because of special deal, however, the prodition does not get 40% of the operating profit. Because of a special deal, however, the production does not get 40% of the first \$200,000 of the film revenue. The scup is such, though that the production would get 40% of the maximum rayment.

Of the \$200,000

duction would get 40% of the maximum rayment.

Of the \$200,000 down payment, 60% goes to DruKill Co., Inc. iDrury's firm' with the remaining 40% split 37 to Mandel and 477 to the production. On that hasis, the production gets \$45.714 of the down payment, Mandel \$34,286 and DruKill. \$120,000.

The next \$200,000 to be derived from the film sale is to be retained exclusively by Mandel and the production, with the former getting 3/7 and the latter 4/7. The production's share of that amount would be \$114,286 and Mandel's \$85,714. Thus, from \$400,000 of film income, the production gets \$160,000 (40%), Mandel \$120,000 (30%).

The production would also get

The production would also get 40% of the remaining \$50.000 of the potential maximum income from the film sale, which would hike its take to \$180,000. Commissions of 10% would reduce that amount to \$162,000.

A royalty of 10% of the gross to be paid the authors, with 5% going to DruKill and 5% to Mandel. The agreement covering the author payment also provides that the royalty may be increased if alpay doctor is called in, Advance, royalties of \$5.000 have been paid to DruKill and \$1.500 to Mandel. Fryer and Carr are also to get a management fee of 1% of the gross.

management fee of 1% of the gross.

(23-8) Mattress (Iluroki—Geary.
(24-8) Mattress (Iluroki—Geary.
(25-8) Mattress (Iluroki—Geary.
(25-8) Mattress (Iluroki—Geary.
(26-8) Mattress (Iluroki—Geary.
(27-8) Mattress (Iluroki—Geary.
(28-8) Mattress (Iluroki—G

#### South Carolina Theatre **Holding Script Contest**

The Town Theatre, Columbia, S.C., which has been in operation continuously since its inception in 1919, is conducting a national playwriting contest. A \$1,000 Town Theatre Playwrights' Award, sponsored by the State-Record Co., publisher of the State and Columbia People of the State and Columbia P

publisher of the State and Columbia Record newspapers, is being offered for the best full-length play submitted, exclusive of plays previously published or professionally produced.

The contest deadline is Nov. 15 and the little theatre, which has employed professional directors since its opening, plans presenting the winning play next spring. The final decision as to the winner of the contest will be made by Broadway and television producer Fred Coe and legit-television-film director Delibert Mann. Both Coe and Mann were directors at the Town Theatre.

#### **Shows Out of Town**

Continued from page 70

Threepenny Opera

ment for those with strong stomachs and quick wits. It is also a rarity as one of the first off-Broadway successes tat the 299-seat Theatre de Lys, N.Y.) to form the hasis for a national touring com-

Seven of the off-Broadway comseven or the orr-broaway com-pany perform in this touring com-pany and are letter-perfect. Scott Merrill, the original Macheath, is stunning, and Andrews. Jo Wilder, Frederic Downs, Richard Verney, Josip Elic and Donald Elson all do beautifully.

do beautifully.

Estelle Parsons is an excellent singer and actress, and handles the Mrs. Peachum role handsomely. Grace Lee Whitney, beside having a fine singing voice, is a joy to watch. Her solo "Barbara-Song" (sung by Polly Peachum in the original German production, bathitdet do Lucy Brown by adapter Marc Blitzstein) is a show-stopper.

The one real flaw in Canalho's

The one real flaw in Capalbo's touring company is the casting of Pirate Jenny. Anna Sten has the show's top billing, but her voice is a bit weak, she is impeded by a rather noticeable accent and brings no fire to the part of the thrown-over mistress who betrays Mac-heath.

If the material and the other players weren' quite so strong, the failure of the Jenny role could hurt this show dreadfully. Capalbo, fortunately, doesn't need to worry about the material and can rely about the material and can rely
on his seven veterans, plus good
performances from the rest of the
cast, William Pitkin's sets: costumes and lighting are skillful, and
Sanuel Matlovsky gets a maximum
effort from a small orchestra and
his harmonium.

In the 640-seat Marines' Theatre,
"Threepenny" looks like a nearsellout for its fourievek San Fransellout for its fourievek San Fran-

"Threepenny" looks like a near-sellout for its four-week San Francisco engagement, and may cisco engagement, and may do as well next month when it starts its run (of indefinite length) at the New Music Box. Los Angeles. Other road possibilities would seem to be limited, because of the nature of the material, though that song is a potent sales point:

#### 110G 'Rhine' Ante

Continued from page 69 \$3.000 (non-returnable) to the au-

53.000 (non-returnance to the mathor.

Lewis withdrew as stager when the production, originally scheduled to open in October and then November. was postponed to Jan. 5. Joseph Anthony has succeeded him as director of the play, in which Eli Wallach, Zero Mostel, Morris Carnovsky, E. G. Marshall and Anne Jackson are to appear. David Hurst, who had also been set for the cast, has since switch to the upcoming musical "Camelach will essay the role set for the cast, has since switch
to the upcoming musical "Camelot." Wallach will essay the role
played by Laurence Olivier in the
London production, which closed
last July.
Kerz has the right to present the
Flay in the U.S. and Canada, and
after a run of at least 21 consecutive performances the Broadway.

after a run of at least 21 consecutive performances the Broadway production will be entitled to share in 40% of the proceeds from radio and television rights, second class touring rights, stock performances and amateur performances in the U.S. and Canada. The production will also be entitled to share in 40% of the income from any film tale arranged within three years of the close of the New York run.

## **Shows Abroad**

A Walk On the Water

A Walk On the Water action taking place in two time periods simultaneously. Effective lighting and a darkly indeterminate setting of the pier, plus the well timed staging of costar Godfrey Quigley and Jim Fitzgerald, are helpful.

Norman Rodway gives an adminable performance in the leading role of the "Citizen," and there are good portrayals by Pauline Delaney as the enigmatic woman, Drian Cronin as the quiet soldier. Robert Somerset as a former sebel, Quigley as the hopeless prize-fighter, David Kelly as the esthete and Genevieve Lyons as the youth's peace-loving wife.

"A Walk on the Water" is a welcome exception to the general run

come exception to the general run of Irish plays. Mac.

#### Mourn the Ivy Leaf

This historical drama by G. P

This historical drama by G. P. Gallivan deals with the Irish Parliamentary Party and the fateful affair of Charles Stewart Parnell and Kitty O'Shea. It could have interest outside Ireland.

The author presents Mrs. O'Shea's husband as a cuckold who blackmailed his wife to force Parnell to support his candidate for Parliament at an Irish by-election. That contributed to the statesman's ultimate downfall, and provides engrossing drama. Most of the characters are well defined and played.

engrossing drama. Most of the characters are well defined and played.

Capt. O'Shea seems less of a cad than an amusing villain, as played by John Franklyn. James Neylin's Parnell is full of strength and singleness of purpose blind to anything but his belief in his ownleadership.

Norman Rodway is standout as a bitter north of Ireland rebel against Parnell's leadership. Genevieve Lyons is properly feminine as Kitty O'Shea, although she doesn't seem the type of woman for whom a man like Parnell would risk his political career.

Godfrev Quigley's staging is sound, but carelessness about lines and bits of business mar the performance. The play is offered as a feature of the Dublin International Theatre Festival. Mac.

#### The Song of the Anvil

Dublin, Sept. 13.

Irish National Theatre presentation: rama in three acts. by Bryan MacMaha taged by Ria Money; setting, Thoma hardware and the setting and t

Doblin.

Doblin.

Let Cowa Fitzgerald. Eddie Golden
rah Fitzgerald. Maire O'Donnell
Madigan Peadar Lamb
y Jer O'Shea Philip O'Flynn
rose Schneider Catheen Barrington
Twin Harry Brogan
y Twin Michael O'Brjen Mick Twin
Paddy Twin
Kits Carty
Father "O'Priest" McHugh
T. P. McKenna
Jonaingham
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Jonaingham
Paddy
Paddy

Walter Cunningham Vincent Dowling Dancers Eithe Lydon, Lia, Foley, Ray McAnally, Seamus McCaffrey, Paddy Long, Avice Redmong, Esther O'Brol-chain, Clara O'Sullivan.

If there's still a market for plays full of the rich poetic speech and staging, this is an entry. But as one of the opening offerings of the Dublin International Theatre Festival Transfering Revan

#### The Voices of Doolin

Dubli , Sept. 16.

Cyril Cusack Productions, presentation of the data of the cases by Walter Machael Staged by Jim Fliggerald; setting, Mol Machael. Stage of the Charles Cyril Cusack, Open Dublin 5, 60s, at the Gaicty Theatr

Dublin.

Beesy Maureen O'Sullivan

Morgan Jack Aronson

Rose Joan O'Hara

Julia itty Fitzgerald

Claire Nora Gray

"The Voices of Doolin" is a mystical drama about a dipsomaniac who saves his family's business and conquers his failing by supernatural help and the loving suport. of his 17-year-old daughter and a devoted old servant. It offers

port of his 17-year-old daugnter and a devoted old servant. It offers a full range of playing by Cyril Cusack, who moves from humor to pathos.

The play is thin and drags at times, giving the audience time to become aware of improbabilities, But Cusack gives a skillful performance, and the character playing by Maureen O'Sullivan and John McDarby is sound for light relief. Jack Aronson, who has not been seen here for some years, has returned from the U.S. a mature player, but even he is unable to give a modern twist to the melodramatic writing.

Molly MacEwen's set is a good impression of a family business of-

impression of a family business of-fice in rural Ireland, and Jim Fitz-gerald's staging moves the charac-ters skillfully to give an impression of action.

#### The Highest House On the Mountain

Dublin, Sept. 15.
Orion Productions presentation of
amin in two-acts, by John B. Keane,
taged by Barry Cassin: setting, Robert
eade, Stars Martin Denney, Pat. Nolan,
nua Manahan. Opened Sopt. 14, '60, at
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Bublin.
Martin Dempseg
Sonny Bannon Pat Nolas
Sheila Molonev Jacqueline Ryas
Patrick Bannon Gerry Sullivan
Julie Bannon Anna Manahan
Connie Bannon Gerry Alexander
Moghbors Paddy McQowan. Tom Nolas

"The Highest House on the Mounmelodramas about primitives in remote southwest Ireland. It is his best play to date.

melodramas about primitives in remote southwest Ireland. It is his best play to date.

The play involves a lonely farmer, his dipsomaniac son and prostitute daughter in-law, evilother, son and guilf-ridden brother. Despite the stock quality of the characters the author handles them well and develops the story logically as a primitive tragedy. Barry Cassin's staging minimizes the melodrama and thereby strengthens the play.

The playing is uneven, but tiere's a brilliant performance from Pat Nolan as the farmer's quiet brother. Particularly good are his scenes with Anna Manahan, whose portrait of the prostitute is excellent although she seems miscast. Gerry Alexander gives an acceptable characterization of the evil son. Robert Heade's setting of a farmhouse living-room is traditional. "Highest House" is part of the Dublin International Drama Festival.

#### CBC Sets New Wage Pattern Costing 50G For Stage Employes

A wage settlement for Canadian of the opening offerings of the Dublir International Theatre Festival, it is disappointing. Bryan MacMahon has a poet's delight in words, and in this drama of a country glen there is more lyrical sound than action.

The play is mostly a blend of atmosphere, folklore, and odd characters, with a prevailing strain of symbolism.

Ria Mooney's direction, in a colorful forge setting by Thomas MacAnna, has given an interesting pattern to the play, visually enhanced by a folk dance and distinctive incidental music, by an orchestra comprising tin whistle, flute, fiddle, chanter, accordion and bodhran (a type of tambourine).

Eddie Golden is the anchor of the place as the blacksmith, and Philip OFlynn is vividly melodramatic as a witch-doctor. T. P. Meckenna is effective as a retired priest, and marriage-doding twins are amusingly portrayed by Harry Brogan and Michael O'Brien.

Mac. Ottawa, Sept. 27.

A wage settlement for Canadian

## Road Bright; 'March' 231/2G (5), Col.; Wall' \$36,700, 'Face' \$22,800, Philly; 'Fair Lady' \$97,200 m Hartford

Business was big last week for formances Friday-Saturday (23-24) of pre-Broadway tryout.

Tunning touring musicals, "Music Man" and "My Fair Lady," played to wow business for a combined gross of \$183,500 and "Flower house record in San Francisco.

The state of a Hero, Walnut (D-T) (2d wk) (\$4,80-\$5.40; \$35,000) (Jack Lemmon). Previous week, \$18,300 for five performances. Opened here to three pans

Getting off to a good start on heir tryout tours last week were 'Invitation to March' in Columbus, 'The Wall' in Philadelphia and Laughs and Other Events' in

#### Estimates for Last Week

Parenthetic designations for out-of-town shows are the same as for Broadway, except that hyphenated T with show classification indicates tryout and RS indicates road show. tryout and RS indicates road show.
Also, prices on touring shows include 10% Federal Tax and local
tax, if any, but as on Broadway
grosses are net: i.e., exclusive of
taxes. Engagements are for single
week-unless otherwise noted.

BOSTON

BOSTON
Raisin in the Sun, Wilbur (D-RS).
(2d wk) (\$4.95-\$5.50; 1.241, \$33.699)
(Claudia McNeil). Previous week,
\$33,000 with Theatre Guild-American Theatre Society subscription.
Around \$34,000 with TG-ATS
subscription.

subscription.
Tenderloin: Shubert (MC-T) (1st
wk) (\$6.25-\$7.50; 1,717; \$65,000).
(Maurice Evans): Previous week,
\$63,379 for eight for performances
and one preview, Shubert, New

Opened here Sept. 20 to three or the sept. 20 to three affirmative notices (Doyle, American; Hughes, Herald; Maloney, Traveler) and three negative (Durgin, Globe; Maddocks, Monitor, Norton, Record).
Over \$51,100 for seven performances with TG-ATS subscription.

#### CHICAGO

Duel of Angels, Blackstone (D-S) (2d wk) (\$5.50-\$5.95: 1,447; 45.000) (Vivien Leigh). Previous eek. \$32,600 with TG-ATS subscription

Over \$33,300 with TG-ATS sub-

Fiorello, Shubert (MC-RS) 3d wk) \$5.95-\$6.60; 2,100; \$71,115. Previous week, \$59,300 with TG-ATS subscription.

Over \$59,700 with TG-ATS sub scription and parties.

Once Upon a Mattress, Erlanger (C-RS) (4th wk) \$5.95-\$6.60; 380; \$48,500) (Dody Goodman, (MC-RS) (4th wk) \$5.95 1.380; \$48,500) (Dody Go Buster Keaton). Previous

\$36,500. Over \$40,600.

Taste of Honey, Shubert (D-T) (1st wk) (\$5.10; 2,100; \$30,000) (Joan Plowwright, Angela Lansbury). Previous week, \$20,200, Biltmore, Los Angeles.

Almost, \$7,000 for four performances Thursday-Saturday (22-24) with TG-ATS subscription.

COLUMBUS
Invitation to a March, Hartman
CD-T) (Shelley Winters). Began CD-T) (Shelley Winters). Began pre-Broadway tryout tour here last Wednesday (21). Nearly \$23,500 for five perfor-mances with TG-ATS subscription.

DETROIT

Majority of One Shubert (C-RS) (3d wk) (\$4.50-\$6.60; 1,700; \$42,000) (Gertrude Berg, Cedric Hardwicke, Previous week, \$31,900 with TG-ATS subscription, Almost \$24,500.

#### HARTFORD

My Fair Lady, Bushnell Aud. (MC-RS) (Diane Todd Michael Evans). Previous week, \$59,800 with TG-ATS subscription, Play-Wilmington.

LOS ANGELES
Show Boat, Philharmonic Aud.
(MD-RS) (6th wk) (\$5.75.46.5),
2,670; \$79,800) (Andy Devine, Julie
Wilson Eddie Foy Jr.). Previous
week, \$77,200 with Civic Light Opera Assn. subscription.
Nearly \$78,000.

FAIL ADELPHIA
Face of a Hero, Walnut (D-T) (2d
wk) (\$4.80-\$5.40; 1,340; \$35,000)
(Jack Lemmon). Previous week,
\$18,300 for, five performances.
Opened here to three pans.
(Gaghan, News; Murdock, Inquirer;
Schier, Bulletin).
Over \$22,800.

Wall, Forrest (D-T) (1st wk) (\$4.80-\$5.40; 1,760; \$45,000) (George C. Scott, Yvonne Mitchell).

Opened here Sept. 19 to two raves (Murdock, Inquirer; Schier, Bulletin) and one qualified pan (Gaghan, News). (Gaghan, News). Over \$36,700 with TG-ATS sub-

#### PITTSBURGH

PITTSBURGH
World of Suzie Wong, Nixon (DRS) 1st wk (\$5.90; 1,760; \$48,000).
Previous week, \$32,700 with twofers, Shubert, Boston.
Opened here Sept. 19 to one
so-so notice (Monahan, Press) and
one pan (Fanning, Post-Gazette).
About \$26,200 with two-fers.

#### SAN FRANCISCO

SAN FRANCISCO
Best Man, Alcazar (CD-RS) (2d
wk) (\$4.95-\$5.50; -1,147; \$37,000)
(Leon Ames, William Gargan, Gene
Raymond). Previous week \$19,000
with TG-ATS "bonus" subscrip-

About \$20.900.

Flower Drum Song, Curran (MC-RS) (8th wk) (\$6.25 \\$6.90; 1,758; \$64,500). Previous week, \\$64,453. House Record, \\$64,549.

#### ST. PAUL

Music Man, Auditorium (MC-RS) (2d wk) (\$5.50-\$6.50; 2.695; \$86.330). Previous week \$62.500 for six performances with TG-ATS

subscription.
Over \$86,300 with TG-ATS subscription.

#### WASHINGTON

WASHINGTON
Irma La Douce, National (MC-T)
(3d wk) \$5.50.\$6.60; 1,677; \$43.900)
(Elizabeth, Seal, Keith Mitchell).
Previous week, \$48,100 with TG-ATS subscription.

#### SPLIT WEEK

Pleasure of His Company (C-RS) (Joan Bennett, Donald Cook) (Pre-vious week, \$14,700 for four per-formances with Broadway Theatre League subscription, Auditorium,

formances with Broadway Theatre League subscription, Auditorium, Rochester.

Over \$19,500 for six perfor-mances with BTL subscription: Stanley, Utica, Monday-Tuesday (19-20) two; Paramount, Spring-field, Mass., Wednesday (21), one; Olympia, New Bedford, Mass., Thursday (22), one; Veterans Me-morial, Providence, Friday-Satur-day (23-24), two.

#### **Legit Bits**

Henry T. Weinstein, producer and manager of the Westport (Conn.) Country playhouse, will be married next Sunday (2) to Irene

Neumann. Onoe Baiko, a Kabuki actor cur-

Once Baiko, a Kabuki actor currently giving a series of lectures at the Institute of Advanced Studies in the Theatre Arts, will make his only local appearance Oct. 9 at the Barbizon Plaza Theatre, N.Y. "The Tenth Man," at the Booth, N.Y., will omit its performance next Friday night (30) and matinee Saturday (1). Two extra performances were given last Sunday (25). Edward Ludlum is staging a revival of the Shimon Wincelberg two-character drama, "Kataki," opening Oct. 10 at the Gallery Theatre, Hollywood, with Jan Merilin starred. "En Avant, Coco," a satire by

iin starred.

"En 'Avant, Coco," a satire by Judith Johnson Sherwin of the works of Samuel Beckett, Eugene Ionesco, T. S. Ellot and Jean-Paul Sarire, will be produced and staged by Norman E. Kline at Dave Gordon's. off-Broadway Phase 2, opening next Tuesday (4)

Collegate Aud. (one-man show) retival of them's "When We Dead (\$3.95; 1.220). (Stanley Holloway). Almost \$6,100 for first two per-

#### Sardi's in September By TOM WEATHERLY

VARIETY

September eves are here once

more,
The strawhats all are closing;
And Sardi's place is packed againWith actors gaily posing.

They table-hop around the rooms They cackle and they gabble; While tourists get an extra kick-Hamming with the rabble.

The scene is one of joie de vivre. No trace of fear is lurking; And that indeed's a damn good act— 'Cause yery few are working.

#### **Ballet Russe Cancels** Early Season Bookings: Blame AGVA Pact Stall

Blame AGVA Pact Stall

Ballet Russe de Monte Carlo has cancelled the first nine weeks of its 1960-61 road season, due to start Oct. 24. Coincidentally, impresario Serge Denham has rapped the American Guild of Musical Artists for "outrageous procrastionation in bargaining."

He asserts that between June 1 and Sept. 9 he could get no practical action on a new contract because office employes could not or would not summon a board quorum, and the AGMA execs were in Europe or otherwise unavailable.

Making the point that this situation penalizes 40 dancers and 30 technicians, beside himself as operating showman, Denham is continuing negotiations with AGMA in the hope of retrieving the second part of the tour. Ballet Russe is essentially a touring troupe. ond part of the tour. Ballet Russe is essentially a touring troupe, playing as many as 110 stands in a typical season. This was to have been its 23d season.

AGMA's main demand, since abandoned, called for 24 hours of complete rest nor week with no

abandoned, called for 24 hours of complete rest per week, with no travel, rehearsal, or performance during that period. Denham claims this proviso alone would have add-ed \$100,000 to the operating budg-

ed \$100,000 to the operating budget, "Our economics are based upon incessant mobility," he explains. The company laid of all summer, so the failure to achieve a new contract left no chance to complete the business and artistic details. Originally AGMA made some 34 new demands. Of these, a basic salary hike of 30% was involved, plus a demand that the perdiem travel allowance be increased from \$11 to \$15 and that the airplane grant be 10c a mile instead plane grant be 10c a mile instead

of 5c.

Denham also is battling an AGMA demand that publicity photographs and costume fittings must count and be paid as rehearsal time. It has traditionally been cuffo. It is claimed that Ballet Russe has given 7,000 U.S. performances in its existence, but has cancelled only once, because of snow near Seattle. The troupe carries 22 ballets, plays many one-two ries 22 ballets, plays many one-two night stands, and an occasional

#### Scheduled B'way Preems

SCREGUIEG B Way Freems Irms La Douce, Plymouth (9:22-50), Taste of Money, Lycoun (10-450), Taste of Money, Lycoun (10-450), Taste of Money, Lycoun (10-450), Money Lycoun (10-160), Mon

#### Off-Broadway Shows

Off-Broadway Shows

(Figures denote opening dates)
Baloney, Circle in Square (3-5-60).
Colory, Circle in Square (3-5-60).
Colory, Circle in Square (3-5-60).
Colority Scandal, News (3-5-60).
Dance of Death, Key (9-13-60).
Farmaticks, Snillvan St. (3-5-60).
Los Ronde, Marque (9-13-60).
La Ronde, Marque (9-13-60).
La Ronde, Marque (9-13-60).
La Ronde, Marque (9-13-60).
La Ronde, Marque (9-13-60).
Colority (1-14-60).
Colority

## B'way Tumbles; 'Hostage' \$24,400 (7), 'Attic' \$21,800, 'Tenth Man' \$19,400, **'Story' \$35,200, 'Sandburg' \$14,100**

Grosses dropped substantially last week for a number of Broadway shows. The Jewish New Year holiday Wednesday-Thursday (21-

last week for a number of Broadmay shows. The Jewish New Year
holiday Wednesday-Thursday (2122) is figured to have contributed
to the decline in business. That's
particularly evident in the case of
the Jewish-angled, "Tenth Man,"
which was off nearly \$7,000 from
the previous week's take.

"Bye Bye Birdie" dropped out of
the capacity. lineup, which was
limited to "Fiorello" and "Sound
of Music." The drop was moderate
for a few shows and some of the
other entries, in contrast to the
general downhill pattern, registered
increased takes. Trade got off to a
slow start this week, with the television "debate" of the Presidential
candidates considered a major
stay-at-home factor Monday slight
(26).

Estimates for Last Week

#### Estimates for Last Week

Estimates for Last Week
Keys: C (Comedy), D (Drama),
CD (Comedy)-Pama), R (Revue),
MC (Musical-Comedy), MD (Musical-Drama), O (Opera), OP (Oneretta), Rep (Repertory), DR
(Dramatic Reading).
Other parenthetic designations sefer, respectively, so weeks played, number of performances through last Saturday, top prices (where two prices are given, the higher is for Friday Saturday nights and the lower for weeknights), number of seats, capacity gross and stars.
Price includes 10% Federal and seats, capacity gross and stars. Price includes 10% Federal and 5% City tax, but grosses are net; i.e., exclusive of taxes.

Best Man, Morosco (CD) (25th wk; 192 p) (\$6.90-\$7.50; 999; \$41,000) (Melvyn Douglas, Lee Tracy, Frank Lovejoy). Previous week, \$39,200. Over \$36,900.

Bye Bye Birdie, Beck (MC) (23d wk; 176 p) (\$8.60; 1.280; \$57,518). Previous week, \$57,700.

Over \$56,500.

Fiorello, Broadhurst (MC) (43d wk; 340 p) (\$8.35-\$9.40; 1.214; \$58,194). Previous week, \$58,500. Nearly \$58,400.

Five Finger Exercise, Music Box (D) (42d wk; 329 p) (\$6.90-\$7.50; 1,107; \$40,107) (Jessica Tandy, Roland Culver). Previous week, \$15,200 with twofers. Exits to tour

Almost \$15,100 with twofers.

Gypsy, Imperial (MC) (64th wk; 503 p) (\$8.60-\$9.40; 1.427; \$64,500) (Ethel Merman). Previous week, \$51.500

Nearly \$51,900.

Hostage, Cort (CD) (1st wk; 7 p) (\$6.90-\$7.50; 1.155; \$40,000). Opened Sept. 20 to three favorable reviews (Aston, World-Telegram; Kerr, Herald Tribune; Watts, Post), two yes-no (Gilbert, Mirror; Taubman, Times) and two unfavorable (Chapman, News; McClain, Journal-American).

Almost \$24,400 for first seven performances.

La Plume de Ma Tante, Royale (R) (93d wk; 739 p) (\$8.05; 1,050; \$44,500) (Robert Dhery). Previous week, \$35,700. Nearly \$35,200.

Miracle Worker, Playhouse (D) (48th wk; 380 p) (\$6.90-\$7.50; 994; \$36,500) (Anne Bancroft, Patty Duke). Previous week, \$35,300.

Music Man, Majestic (MC) (144th wk; 1,144 p) (\$8.05; 1,626; \$71,000). Previous week, \$40,400. Nearly \$43,300.

My Fair Lady, Hellinger (MC) (236th wk; 1,879 p) (\$8.05; 1,551; \$69,500) (Michael Allinson, Pamela Charles). Previous week, \$54,400. Over \$52,000.

Sound of Music, Lunt Fontanne (MD) (42d wk; 332 p) (\$8.60; 1,407; \$75,000) (Mary Martin). Previous week, \$75,900. Nearly \$75,900.

Take Me Along, Shubert (MC) (45th wk; 352 p) (\$8.60-\$9.40; 1.453; \$64,000) (Jackie Gleason, Walter Pidgeon, Eileen Herlle). Previous week, \$51,200 with Gleason out for the two Saturday performances. Over \$52,600.

Tenth Man. Booth (D) (46th wk; 359 p) (\$6.90-\$7.50; 807; \$32,000). Previous week, \$26,300. Nearly \$19,400.

wk; 24 p) (\$6.90-\$7.50; 1,185; \$49,178) (Paul Ford, Peggy Casa). Previous week, \$27,100.

Over \$24,700 with twofers.

Toys in the Attic, Hudson (D) (30th wk; 232 p) (\$6:90-\$7.50; 1,065; \$39,600) (Jason Robards, Jr., Maureen Stapleton, Irene Worth). Previous week \$27,400.

Nearly \$21,800.

West Side Story, Winter Garden (MD) (21st wk; 161 p) (\$8.05; 1,404; \$64,200). Previous week, \$42,500 with twofers. Moves Oct. 31 to the Alvin Theatre.

Almost \$35,200 with twofers.

World of Carl Sandburg, Milfer's (DR) (2d wk; 13 p) (\$5.75-75.5) 940; \$33,536) (Betty Davis, Leif Erickson). Previous week, \$14,300 for first five performances. Nearly \$14,100.

#### Miscellaneous

II.M.S. Pinafore, Phoenix (OP) (3d wk; 23 p) (\$4.95-\$5.50; 1,150; \$35,000). Previous week, \$26,200. Nearly \$24,000. Limited engagement has been extended to Oct. 23.

Marcel Marceau Compagnie de Mime, City Center (Rep) (3d wk; 24 p) (\$3.95; 3,090; \$80,000). Pre-vious week, \$62,500. Exited to tour last Sunday (25) following limited ree-week engagement. Over \$66,500.

Opening This Week

Farewell, Farewell Eugene, Hayes (C) \$6.90-\$7.50; 1.139; \$43-, 529) (Margaret Rutherford, Mildred Dunnock).

Ronald Rawson presentation of comedy by John Vari and Rodney Ackland. Opened last night (Tues.).

Ackland. Opened last night (Tues.).

Irma La Douce, Plymouth (MC)
(\$8.60; 999; \$48,250) (Elizabeth
Seal, Keith Mitchell).
David Merrick, in association
with Donald Albery & H. M. Tennent Ltd. and by arrangement with
Henry Hall, presentation of musical, with music by Marguerite
Monnot, English book and lyrics
by Julian Moore, David Heneker
and Monty Norman 'original book
and lyrics by Alexandre Brefort).
Opens tomorrow night (Thurs.).

#### Other Broadway Theatres

Alvin, Ambassador, Atkinson, Barrymore, Belasco, Biltmore, Broadway, 46th St., 54th St., Golden, Longacre, O'Neill, Rose, St. James.

#### **Future Productions** BROADWAY

"Enemy Camp," drama by Jerome Weidman, from his own rovel; Michael Meyerberg, pro-

ducer.

"Jennie," musical with book by Roger O. Hirson; lyrics, Arnold Horwitt; music, Albert Hague; from Robert Nathan's novel, "Portrait of Jennie"; David Newburge & Kenneth J. Porter, producers. For Nov., 1961.

"Requiem for a Heavyweight."

"Bequiem for a Heavyweight."

"Requiem for a Heavyweight," drama by Rod Sterling, adapted by Sterling from his teleplay-of the same name; David Suskind & Ralph Nelson, producers. For Jan. or Feb.

"Julia, Jake and Uncle Joe," comedy by Howard Teichmann, adapted from the novel, "Over at Uncle Joe's," by Oriana (Mrs. Brooks) Atkinson; Sherman Krellberg & John Shubert, producers. For late December or early January.

#### OFF-BROADWAY

"Hedda Gabler," revival of the Ibsen drama; David Ross, pro-ducer. For early November at the 4th St. Theatre, N.Y.

4th St. Theatre, N.Y.

"Call Me by My Rightful Name,"
drama by Michael Shurtleff; Judy
Rutherford, producer. For next

"Donogoo," drama by Jules Ro-main; James B. Gidney, translator; Stella Holt, producer. For No-

vember.

"Bouble Entry," musical by Jay Thompson (consisting of the author's "The Bible Salesman" and "The Oldest Trick in the World"); Albert Lasher — Paul Lehman, producers.

"Red Boses for Me," drama by Sean O'Casey; Stella Holt, preducer, For next February.

## **CASTING NEWS**

Following are available parts in upcoming Broadway, off-Broad-ay, and touring shows; as well as ballet, films, industrial and tele iston shows. All information has been obtained directly by the nd touring shows, as well as ballet, films, industrial and tele shows. All information has been obtained directly by the x Casting Department by telephone calls, and has been re-d as of noon yesterday (Tues.).

che: kea as of noon yesterday (Tues.).

The available roles will be repeated weekly until filled, and additions to the list will be made on! when information is secured from responsible parties. The intention is to service performers with leads provided by the managements of the shows involved rather than to run a wild goose marathon. This information is published without

In addition to the available parts Usted, the tabulation includes productions announced for later this season, but, for which, the m nagements, as yet, aren't holding open casting calls, Parenthetical designations are as follows: (C) Comedy, (D) Drama, (MC) Musical Comedy, (MD) Musical Drama, (R) Revue, (Rep) Repertory, (DR) Dramatic

#### Legit

#### BROADWAY

"A Clean Kill" (D) Producer, Clifford Hayman (230 W. 54th St., N. Y.; JU 2-4095). Accepting photos and resumes, through agents only, n performers, c/o above Available parts: three men; two character British eddress

address. Available parts. tillee character men; two character women; woman, 27.

"All The Best People" (C). Producers, Joel Spector & Buff Cobb (147 W. 57th St., N.Y.; PL 7-2891). Available parts: naive femme, 21; male, 30-35; middleaged femme,

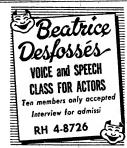
male, 30-35; middleaged femme, eyecutive male, 50-60; callous male, 30-35. Mail photos and resumes, c o above address.

"A Season in Hell" (D). Producer, Daniel Hineck (32 W. 72d St., N. Y.; TR 7-9792). Part available for dynamic boy, 17-19. Mail photos and resumes, c/o producer, and declarate Readings will be tos and resumes, c/o producer, above address. Readings will be by appointment only.

"Assignment In Judea" (D). Producer, Eddia Doubles (F).

"Assignment in Judea ducer, Eddie Dowling, (c/o Lambs Club, 128 W. 44th Sti, N. Y.; JU 2-15151; associate producer, Eric W. Gates. Available parts: woman, 30's; girl, 17-18, attractive; man, 40-50; man 25-30. All are featured roles. Apply though agents

"Carnival" (formerly "Carrot Top") (MC). Producer David "Carnival" (formerly "Carrot Top") (MC). Producer David Merrick (246 W. 44th St., N. Y.; LO 3-7520). Available parts: title role, girl singer-dancer, 18-22; male lead, 25-38; men, 30-30. 18-22; maie lead, 20-38; men, 30-38; handsome, jaunty, singer-dancer; man, 40-50, character comedian, sing and dance; girl, 20-30; attrac-tive commedienne, must sing; puppeteers to perform full act;





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#### PRODUCTION GAL FRIDAY

Able to think, organize detail, assume-execute responsibility. Knowledge all phases theatre production. Some film. Free to travel. Typing, shorthand, driving. Write BOX 102, VARIETY, 134 W. 46th St., New York 26, N. Y.

illusionist; three-man acrobatic team, also act; jugglers, must handle Indian clubs and spin plates. Mail photos and resumes, c/o above address.

"Come Spring" (C). Producers, Charles Bowden & H. Ridgeley Bullock Jr. (137 W. 48th St., N. Y.; CO 5-2630). Available, parts: two boys, 12-13, one Negro and one white; white girl, 16; white girl, 23; two character men, 40's, one Negro and one white; Negro character woman, 70's, grandmother. Mail photos and resumes, c/o above address.

Drama (untitled, formerly "General Seegar"). Producers Shirley

eral Seegar"). Producers Shirle Avers, Charles Bowden & H. Ridg Bullock Jr. (137 48th N. Y.; CO 5-2630). Available parts: male lead, 45-55; woman, 50; girl, 30, and 10 reporters. Mall photos and resumes, above address. and off-beat types.

and off-peat types.

"Gypsy" (MC). Producer, David Merrick (246 W. 44th St., N.Y.; LO 3-7520). Part available for boy singer-dancer, 7-11, under 54 inches tall; girl to sing and play trumpet. Accepting photos and resumes.

"La Plume de Ma Tante" (MC). Producer, David Merrick (246 W. 44th St., N.Y.; LO 3-7520). Part available for dancer-comedienne, must do point work. Send photos must do point work. Send photos and resumes, c/o Michael Shurt-leff, above address.

leff, above address.

"Love A La Carte" (MC). Producers, Arthur Klein, in association with Conrad Thibault (St. James Theatre Bidg., 246 W. 44th St., N. Y.; LO 5-6376). Available parts: girl, 22; leading man, 30; second leading man, 30; character comedienne, 30. Accepting photos and resumes, above address.

"Nine Milllouth Star" (D). Producers Michael Charnes & Geofucers Michael Charnes & Geofucers Michael Charnes & Geof

"Nine Millionth Star" (D), Producers, Michael Charnes & Geoffrey F, Rudaw (340 E, 66th St., N. Y.; RE 4-1478). Available parts: two men, 35-40, lanky southerners; three men, 25-35, husky, two women, 20-30, attrastive; girl, 14; boy, 15; boy, 16. Mail photos and

en, 20-30, attravtive; girl, 14; boy, 15; boy, 16. Mail photos and resumes, c/o above address.
"Once There Was A Russian" (C. Producers, Leonard Key & Morton Segal (120 E. 56th St., N. Y.; PL 2-4190). Accepting photos and resumes of character men and women by mall only, c/o above address.

address.
"Rhimoceros" (D). Producer, Leo
Kerz (140 E. 79th St., N.Y.; BU 82664). Available parts: sexy, buxom
young woman 25. Accepting photos and resumes, c/o above ad-

tos and resumes, c'o above address.
"Shifting Heart" (D). Producers, Charles Bowden & H. Ridgeley Bullock Jr. (137 W. 48th St., CO 5-2630). Available parts: leading man, 55; woman, 50; girl. 32; boy. 21, all Italian types; leading man, 55; two character men, 40; character woman, 40, all Australian characters. Accepting photos and resumes, above address.
"Sound of Musle" (MD). Producers, Richard Rodgers & Oscar Hammerstein 2d (488 Madison Ave., N. Y.); casting director, Eddie Blum, Auditions for possible future replacements for girls, 7-16, and boys, 11-14 all with trained voices, characters. Mail photos and resumes to above address.
"The Count of Ten" (MC). Producer, Bsuby Berkeley (c'o Bobrow, Handman & Katz, 666 5th

"Shoemaaer (MD). Producer, Bsuby Berkeley (c/o Bobrow, Handman & Katz, 668 5th Ave., N. Y.; JU 6-1144). Available parts: man, 25, tall, good-looking; woman, 22-28, sophisticated, attractive; intense man, 30; femme blues singer, 26; suave man, 38; likable character man 40-55; flashy man, 48; goslpy woman, 50; Irish man, 48; goslpy woman, 50; Irish man, 48; goslpy woman, 36; character man, 60; small character man, 60; small character man, abent-minded, intense; sports writers; character man, drunk; two patrolmen; bartender; stage doorman; messenger boy; stage doorman; mes

city policemen; bum; cab driver; fight fans; pedestrians; thugs. Mail photos and resumes to Busby Berkeley, c/o above address.

"Thracian Horses" (D). Pro-

VARIETY

Berkeley, c/o above address.

"Thracian Horses" (D).

Thracian Horses" (D).

Robert Warren & William S. Boal (123 Riverside Drive, N.Y.; TR 2-8671). Available parts: several character men and women, 25-35; two young men, leading man types. Mail photos and resumes c/o above address.

"13 Daughters" (MC). Producer, Jack H. Silverman (152 W. 42d St., N. Y.; OX 5-3783). Available parts: girls., 17-30, Hawaiian types; men of various ages; mainly 20's-30's, Ilawaiian and English types. No casting: until leads are set, but now accepting photos and resumes accepting photos and resumes through agents only, c/o Carl Sawaddres

wr. above address.

"Whole Darn Shooting Match"
(C. Producer, Anthony Parella
(230 W. 54th St., N. Y.; CI 6-8538).
Available parts: man. 26, handsome, enthusiastic, ivy Leaguer;
girl, 21, striking brunette, quick,
alert; man, 30, zany collegiate
type; small man, 38, slight, dissipated; man, 40, short, stout, ladies
man; man, 28, pompous, petty;
girl, 25, sharp features, shrewish
man, 66, New England philosopher
type; man, 60, brawny, gruff; man,
50, tall, thin, distinguished; boy,
19, obnoxious, smark aleck; man,
46, paunchy balding, genial; several women, 40-60, woman's club
types. Mail photos and resumes,
(10, above address, preferably types. Mail c/o, above address, preferably through agents.

#### OFF-BROADWAY

"A Song of Sixpence" (C). Pro-"A Song of Sixpence" (C. Producer, Arthur Hadley (c/o Lambs Club, 130 W. 44th St., N. Y.; JU 2-1515). Available parts: leading man, 45; man, 50, Falstaffian, must sing; clergyman, 50; ingenue, character woman, 45. Mail photos and resumes, c/o John McCabe, above address. Only applicants with strong Shakespearian back. with strong Shakespearian back-ground will be considered.

with strong Shakespearian background will be considered.

"Captain Jinks of the Horse Marines" (C.) Producer, Scotti D'Arcy (112 W. 72d St., N.Y.; EN 2-4800). Available parts; plump, bubbly character woman; slender, sweet, character woman; slender, sweet, character woman; slender, sweet, character man, Italian accent; elderly matron type; three very bad ballerinas; several bits and extras. Mall photos and resumes; c/o above adlress. Script available at Samuel French Inc. (25 W. 45th St., N. Y.).

"Christopher Columbus" (MC). Producer, Federated Productions (157 W. 57th St., N. Y.). Parts available for several male and one femme character actors with musical and dance backgrounds. Mail paotos and resumes, c/o above address.

"Kittiwake Island" (MC). Producer, Joseph Beruh (c/o Sheridan Square Theatre, Seventh Ave. & Fourth St., N. Y.; CH 2-9609). Auditions for male and femme singers and dancers every Thursday at 6 p.m., above address.

tions for male and femme singers and dancers every Thursday at 6 p.m., above address.
"Leave It To Jane" (MC). Producers, Joseph Berhu & Peter Kent (c/o Sheridan Square Theatre, Seventh Ave. & Fourth St., N.Y.; CH 2-9609). Auditions for male and femme singers as replacements, every Thursday at 6 p.m., above address. Part available for men, 6 feet, 1 inch tall or over, 190 pounds or more, non-singing role.

pounds or more, non-singing role all above number for appoint.

ment:
"Shadow-Boxer" (D). Producers,
Kenneth J. Stein & Daniel R.
Cohen (c/o Shadow-Boxer Co. 54
W. 39th St., N.Y.; TR 9-3658).
Available parts; two Negro men,
late 20's, one a light heavyweight
boxer; woman, 40's, domineering:
man, 40's; man, 60, fight manager.
Mail photos and resumes, c/o above
address. Contact will be made for
appointment.

address. Contact will be made for appointment. "Squaring The Circle" (C). Producers, Cecil Reddick, Dick Mendelsohn & Harvey L. Bilker (6255 Broadway, Riverdale 71, N. Y.; Kl. 8-5265): director, Reddick, Available parts; ingenue, cute, babyish; ingenue, warm, feminine; three men, 20's, one over six feet tall, athletic; one character mania few male and femme walk-ons. Mail photos and resumes, c/o above address.

Theatre 1961: Producer Richard Barr (%) Cricket Theatre, 162 Second Ave. N.Y., OR 4-3960). Accepting photos and resumes of male and femme singers for future projects

for scheduled productions of "A Streetcar Named Desire," "Wait-Streetcar Named Desire," "Waiting for Godot," and "Waltz of the Toreadores." Mail photos and resumes, c/o above address.

#### FT. WORTH

Casa Manana Theatre. Producer, Michael Pollock (c/o Casa Manana Theatre, Fort Worth). Several parts available for scheduled presentations of "Mister Roberts," "Two for the Seasaw" and "The Women." Mail photos and resumes, do above address. above address.

OUT OF TOWN

"Li'l Abner" (MC). Producer,
Carl Sawyer (c'o Meadowbrook
Dinner Theatre, Cedar Grove,
N. J.). Auditions for male and
femme dancers who also sing Friday (30). at 3:30-5 p.m., Variety
Arts Studios (225 W. 46th St., N.Y.).

"Medium Rare" (R). Producer,
Robert Weiner (146 CPW, N. Y.;
SU 7-1914). Part available for
blonde ingenue. Phone above number for appointment. Also accepting photos and resumes of character comedians and comics, c/o
above address.

TOURING
"Fiorello" (MC). Producers,
Knill & Tahse (1860 Broadway,
N. Y.; JU 2-7650). Part available
for middleaged character man,
must sing Mail photos and ust sing. Mail photos and sumes, Room 1108, abov ad-ress. "Miracle Worker" (D), Producer,

"Miracle Worker" (D). Produder, Fred Coe (234 W. 44th St., N. Y.; OX 5-9262). Available parts: girl, 10, deaf mute, Patty Duke part; woman, 30's; character man, 30-40, greek; man, 30-40; girl, 10-11; Negro boy, 8-10; Negro girl, 8-10; Negro woman, 30's. Mall photos and resumes, 'O Poter Van Zant, Playhouse Theatre (137 W. 48th St., N. Y.).

N. Y.).

"Pleasure of His Company" (C).

"Pleasure of His Company" (C).

"Producers, Guber, Ford & Gress
125 W. 54th St., N.Y.; CO 5-7034).

Part available for glrl, 25, vivacious, Mail photos and resumes,
c/o above address.

"Sound of Musle" (MD). Producers, Rogers & Hammerstein,
Leland Hayward & Richard Halliday (488 Madison Ave., N.Y.). All
parts available. Mail photos and
resumes, c/o Edward Blum, above
address, Scrlpt, published by
Random House, available at bookstories.

"World of Suzie Wong" (D). Producer, David Merrick (246 W. 44th St. N. Y.); casting director, Michael Shurtleff. Accepting photos and resumes of oriental actors and actresses under 30 c/o casting director at above address.

#### SHOWS IN REHEARSAL BROADWAY

"Advise and Consent" (D). Producers, Robert Fryer & Lawrence Carr (234 W. 44th St., N. Y., LA 4-2844).

2844).
"Becket" (D). Producer, David
Merrick (246 W. 44th St., N. Y.;

Merrick (246 W. 44th St., N. Y.; LO 3-7520).

"49th Cousin" (D). Producers, Theatre Guild (27 W. 53d St., N. Y.; CO 5-6170) & Dore Schary.

"Period of Adjustment" (C). Producer, Cheryl Crawford (49 W. 45th St., N.Y.; JU 2-3466).

"Rape of the Belt" (C). Producers, Harriet Parsons, William Dean, Paul Vroom & Charles Hollerth (c/o Vroom, Lunt-Fontanne Theatre, 205 W. 46th St. N. Y.; JU 6-5555).

6-5555).

"Taffy" (D). Producers. George Hamlin & Malcolm Wells (1501 Broadway, N. Y.; Pl. 7-6960.
"Wildcat" (MC). Producers, Michael Kidd & N. Richard Nash (1501 Broadway, N.Y.; CH 4-6852).

#### OFF-BROADWAY

"Drums Under the Window" (D). Producer, Torquay Co. (c/o Cherry Lane Theatre, 38 Commerce St., N. Y.: CH 2-3951).

Lane Theatre, 38 Commerce St., N. Y; CH 2-3951).

"Kittiwake Island" (MC). Producer, Joseph Berhu (c/o Sheridan Square Playhouse, Seventh Ave. & Fourth St., N. Y; CH 2-9609).

"Sheemsker and the Peddler".

(MD). Producer, Jullis Productions (c/o East 74th Street Theatre, 334 E: 74th St., N. Y; LE 5-5557).

"Valmouth" (MC). Producers, Gene Andrewski, Barbara Griner & Mort Segal (c/o York Playhouse, 64th St. & First Ave., N. Y; TB 9-4130).

527 W. 57th St., N.Y.; JU 6-6000). 527 W. 57th St., N.Y.; JU 6-8000), Available parts: character man, 50's; woman, 50's; glrl, 20's; boy, 14; rough; outdoors type; man, 27; man, 50's; man, 30's, blunt, outspoker. Mall photos and res-umes c/o Nat Greenblatt, above address.

"Camera Three" (educational-dramatic series). Producer, CBS (524 W. 57th St. N. Y.: JU 6-6000); casting director, Paula Hindlin. Accepting photos and resumes of general male and female dramatic talent, c/o above address. No dupli-cates.

Formula Seven Productions. Producer. B. Lorrell (1650 Broadway, N. Y., CO 5-8649). Parts available for actresses, femme models, dancers, for work in commercials. Mail photos and resumes, c/above address.

"Lamp Unto My Feet" (religious dramatic series. Producer, CBS (524 W. 57th St. N. Y.; JU 6-6000); casting director, Paula Hindli Accepting photos and re-sumes of general male and female dramatic talent, c/o above address. No duplicates.

No duplicates.

"Naked City" (dramatic series).

Producer, Herbert B. Leonard.
(Screen Gems, 711 Fifth Ave.,
N.Y.; Pl. 14432). Accepting photos and resumes of general male and female dramatic talent by mail only, c/o above address. Appointments will be made for interviews.

#### Films

"Breakfast at Tiffany's" (C).
Producer, Martin Jurow (c/o Paramount Pictures, 1501 Broadway, N.Y.; BR 9-8700). Parts available for male and femme extras. Photos and resumes being accepted at Central Casting (Room 1110, at 200 W. 57th St., N.Y.; CO 5-0756). All applicants must bring SAG membership cards.

"Mad Dog Coll" (D). Producer, Ed Schriber (c/o Princess Productions, 11 W. 42d St., N.Y.; LO 3-7560). Parts available for male and femme extras. Photos and resumes being accepted at Central Casting (Room 1110, at 200 W. 57th St., N.Y.; CO 5-0756). All applicants must bring SAG membership cards.

cards.

"Pity Me Not" (D). Producer.
Gayle-Swimmer-Anthony Productions (333 W. 86th St., N. Y.;
TR 3-8800). Parts available for two beautiful girls, 17-20,
European and the other American.

Mail photos and resumes, c/o Tony Anthony (420 E. 64th St., N. Y., Anthony (420 Apt. 3A West)

#### OFF BROADWAY THEATER SITE FOR LEASE

Desirable space for 2 adjoining 199 seat Theaters in Washington Square area. New York City Approved plans. MR. MOSS, OR 4-6300

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We want new producers-owners for established summer theatre business (incorporated), very affractive play-house, excellent reputation, fully equipped—includes production details, living arrangements, audience lists, discounts, contacts, all information and books, 95 miles from N.Y.C. in resort area. Price \$15.000. Write

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DAVID MERRICK

246 WEST AATH STREET NEW YORK 36. N. Y.

LO 3.7520

September 14, 1960

- <del>(.</del>

Miss Julienne Marie c/o Ted Rozar Associates 53 East 54th Street New York, New York

I am delighted you are playing the part of Ethel Merman's daughter, Gypsy, at the imperial Theatre. Dear Juliennes

We are indeed very pleased with your performance in the title role. Theatre.

Congratulations.

Sincerely,

David Merrick

DW/pr

## Literati

Ginette Spanier's Memoir

Paris-born, London-reared and Paris-matured Ginette Spanier is well known to many Anglo-Americans as le directrise of the haut couture maison de la Pierre Balmain. Showfolk and the international set know her well, as does Noel Coward who wrote a foreward for her "fit Isn't All Mink" (Random House; \$3.95) but many more will know her poignant saga after reading the book.

A born saleswoman and in haut couture, not a bad diplomat—her namedropping of clients et al., is vade the State's pornography law.

A born saleswoman and in haut couture, not a bad diplomat—her namedropping of clients et al, is merely part and parcel of her trade relations—"It Isn't All Mink" is relations—"It Isn't All Mink" is revealing in another sense: It is one of the few World War II books which gives a closeup of wartime Paris and French life under the Nazis. Mime. Spanier and her doctor-lusband Paul-Emile Seidmann are Jewish and never fled during the Occupation. Doing wartime work for the French in the hospitals, they eventually made their way to Vichy France (south) and it is the author's vignettes of the human side of the Frenchman's life, under the Nazis, that makes for the distinction of this book. The Seidmanns, old-line Alsa-

The Seidmanns, old-line Alsa-tians, had an unending contempt for the Germans, and this book points up with vivid detail what it was to be propaganized and proselyted by the conquerors—the "correct" and handsome young Nazis first, then the soup-kitchens, then the p.a. systems in the public squares for regimentation.

There have been any umber of wartime memoirs but this is one of the very few human documents on what it meant for the Frenchman what it meant for the grenchman whose pride did not permit him to flee. Despite the alaryms of the Nazi onslaught Mme. Eganier chose June 1939 to return to Paris. after having reside 23 years in England; three months later there was war —a year later France was occu-pied by the Nazis.

pied by the Nazis.

Author was born in the heart of Paris' 17th arrondissement, on the rue Ampere, near one end of one of Paris' prettiest parks, the Parc Monceau, and while her square handle is Jennie Yvonne Spanier handle is Jennie Yvonne Spanier it wasn't long before she was called Ginette. Only her hüsband, and Danny Kaye and the Garson Kanins call her Jenny, while Lena Horne calls her Muggsy, after famed trumpeter Muggsy Spanier. There follows a warm, authentic biog which, even if stripped of her highly successful carbar and the

biog which, even it supper of his highly successful career and the drama of the World War II, would make compelling reading. Which make compelling reading. Which it is. It's also a tiptop pic potential. Abel.

#### Compton Mackenzie's Plan

Sir Compton Mackenzie, Scot author and film scripter, proposes that his 14.000-volume library to go to the U.S.A. after his death. With the books will go also furniture from his study, including his writing desk and chair, and collection of pipes.

of pipes.

Author now 77, sees the disposal of his library across the Atlantic as the only way in which he can guarantee it being kept whole. He feels the U.K. already has too many literary riches; and that, if he were to give the library to a British university or institution, "they might take what they want and then sell the rest in five-shilling bundles." bundles.

Sir Compton has spent over 60 cars collecting. His library ocupies a dozen rooms in his Edinburgh home.

#### 'Filthy Books' Drive

San Francisco News-Call Bulletin, controlled editorially by Scripps-Howard, began an all-out campaign against "filthy books" last week.

Object of the afternoon Object of the afternoon dailys drive was a Fresno publishing company which prints cheap (35-50c) paperbacks in Frisco, circumvents Federal postal authorities by distributing books via private

destributing books via private ant publisher. He was formerly strucking.

Newspaper played story big all week under such headlines (including bannerlines a number of the times) as "Reveal S. F. World Center of Smut Trade." "Sex Book Sales Pay Big Prolits," "Mosk (State attorney general) Pledges Fight on Filthy Books." and "Why Laws Don't Stop Filthy Books."

News-Call Bulletin also dis-

evade the State's pornography law.

#### Penguin's 25th Anni

Penguin Books Ltd., London, which also publishes Pelican books, is celebrating its 25th anniversary. Started by (now Sir) Allen Lane on a \$280 shoestring, it first offered
10 titles including a Hemingway,
Maurois, Agatha Christie and an
Eric Linklater book.
Still head of firm, Lane now
sells about 14,000,000 paperbacks

#### Norman Collins' Mag

Norman Collins, deputy chair-man of Associated Television, has bought a 25% interest in Literary Periodicals, publishers of John

O'London.

The magazine, a leading literary review, ceased publication in 1954 but was reborn last year.

#### Fan Mags Revamped

Picture Show, the last of Brit-ain's fan mags, has been revamped ain's fan mags, has been revamped to become more of a general interest magazine with far less emphasis on film coverage. Still retained are a news and gossi page, reviews, and star stills. Earlier in the year Picturegoer was also transformed and is now published as Date, mag for teenagers, though still giving brief-coverage to film and disk reviews and personalities.

and personalities.

#### Bantam's H'wood Tie-In VP

Adding another tier to the ex-ecutive structure of the organiza-tion, Oscar Dystel, president of Bantam Books Inc., signed Robert H. K. Walter as associate editor to negotiate and finalize deals with film roducers and writers on tie-ins with properties.

to negotiate and finalize deals with film roducers and writers on tie-ins with paperback books. Walter will make frequent trips to Hollywood in connection with-his duties, but will be based in company's New York offices.

Norman Ross, Chicago radio-ty commentator, starts a thrice-weekly column in the Chicago Daily News this week, chiefly on national and international affairs.

international attairs.

Frank Bettger, quondam professional baseball player and surance salesman, tells his own Horatio Alger story in "Benjamin Franklin's Secret of Success and What It Did For Me," which Prentice-Hall will publish. His "How I would be the property of t rnat it Did For Me, Which Pren-tice-Hall will publish. His "How I Raised Myself From Failure to Success in Selling" was a smash bestseller, going over 500.000 copies.

Actress Lisa Howard (wife of film executive Walter Lowendahl) has written her first novel, "On Stage Miss Douglas," for Julian Messner pub. Intro to the yarn, about a rising actress, was done by Dore Schary, who provides a word of advice to aspiring actresses.

of advice to aspiring actresses.

Leonardo Espinoza, newsman, and Enrique Lafourcade, novelist, shared the Santiago (Chile). Mu icipal Award for the best novel of 1960 for their "Puerto Engano" and "La Fiesta del Rey Aceb," respectively. Enrique Bunster picked up the short story prize and Braulio Arenas the award for poetry. The Municipal oak leaf for noverty. The Municipal oak leaf for his "Parecido a la Felicidad" ("Akin to Happiness"). Arthur H. ("Red") Motley, presi-

Arthur H. ("Red") Motley, president and publisher of Parade named Warren J. Reynolds assistant publisher. He was formerly sales manager of Parade's Chicago

#### **Book Stocks**

Book Stocks

(As of Sept. 27, 1960, closings)
Allyn & Bacon (OC) 2112
American Book (AS) 4534
Book of Month (NY) 1958
Crowell-Collier (NY) 22
Groller (OC) (bid) 3234
Harc't, Brace (OC) (bid) 2573
Hearst (OC) 1214
Holt, R&W (NY) 4534
Macfadden (AS) 9
Macmillan (OC) 42
MicCall (NY) 29
McGraw-Hill (NY) 8034
H. W. Sams (M) (bid) 301-3
H. W. Sams (M) (bid) 40
Time, Inc. (OC) (bid) 59
World Pub (M) (bid) 59
World Pub (M) (bid) 59
World Pub (M) (bid) 13

OC Over-the-Counter N.Y.—N.Y. Stock Exchange AS—American Stock Ex. AS—America M—Midwest

#### Philly D.A. Conti ued from page 1

will be summoned to appear before

Judge Ullman Oct. 10.

Judge Ullman Oct. 10.

The non-signers, some of whom are no longer in Philadelphia, with nom-de-jockeys in parenthesis, follows: Leon Cherkas, William C Chatman Jr. (Bill Curtis); William Franklin, Charles Geter (Bonie Prince Charlie), Leon Fisher Julian Graham; Douglas Henderson (Jocko Henderson); George Johnson, Gertrude Katzman, Michael Lawrence, Harvey Miller, Michael Lawrence, Harvey Miller, Michael Guerra (Bob Mitchell); Joseph Niagara, Carson Rennie, Emory Sanders, Mitchell Thomas and T. V. Whitfield. Whitfield.

Blanc explained that the signers Blanc explained that the signers of the decree have not admitted to any illegal activities, but agree to be bound by any court order enjoining trem "without trial or adjudication of any issue."

Those who signed are granted Inose who signed are granted immunity from any action for payola, given or taken before March 1, 1960. The 'd.a.'s, complain declares those named "deceived and deluded the public by paying or accepting money to push certain recordings on the air or tv."

The restraint action against the rincipals read: "The defendants are perpetually restrained, enjoined and prohibited from either directly indirectly offering givdirectly indirectly offering giv-ing, soliciting, accepting, receiving or taking any, money or other valu-able considerations to select, ex-pose, bivadicast or play any phono-graph records without the knowledge and consent of the employer

edge and consent of the employer of the person so selecting, exposing, broadcasting and playing said records." Following the filing of the suit Raymond Rosen & Co., RCA Victor distrib, issued a statement which summed up the distributors' attitude; "We do not admit, any of the allegations of the general complaint filed by the district atforney and the consent decree expressly and the consent decree records that no such admission is

made.
"However, in the interest of eliminating undesirable practices in the industry, we are in entire sympathy with the purpose of the district attorney and willingly join in the general repudiation of such ractices in the Philadelphia area which is accomplished in the

ractices in the Philadelphia area which is accomplished in the sent decree."

The court action has been pending for a half year due to the inability to get the distributors and the disk jockeys to testify against one another, Blanc stated.

Tom Clay Exits WQTE
Detroit, Sept. 27.
Disk jockey Tom Clay, who admitted accepting payola and was fired from WiBK a year ago, has left WQTE here as a result of that station manager Richard Jones termed a disagreement on company policy." Jones added that yno payola was involved, we just couldn't agree on the way to run a radio station." Clay had worked at WQTE about three months. After leaving WJBK, he worked for a while at WBRB in Mt. Clemens.

#### No Authority He

Denver author Robert Carter Allen's voluntary bankrer Allen's voluntary bank-ruptcy in that city listed debts of \$55,811 and assets of \$2,052. He is the author of the book, "How to Build a Fortune and Save on Taxes,"

## SCULLY'S SCRAPBOOK

Eye Irritation, Calif., Sept. 27.

Eye Irritation, Calif., Sept. 27.

Most amazing exception to the simian cycles which have plagued Hollywood through the years have been the ultra high class musicals of Columbia. Their first one, a story of Chopin, hidden under the title "A Song to Remember," made 15 years ago, made money.

But oddly no one else stepped in to turn this field into a cycle. There poor old Frederic lay until this year when the same company brought out Franz Liszt under the equally concealing title of "Song Without End."

This one too seems destined to a like the same company bearing the same company without End."

This one, too, seems destined to make a lot of money, having grossed \$205,000 in its first week at Radio City Music Hall.

Tube, thought it might have tougher going than the Chopin biofilm and would need harder selling. But that must be because Liszt's life suffered from such an excess of riches that it would be skimping at-best to get either his life or his music into 145 minutes.

suffered from such an excess of riches that it would be skinping at best to get either his life or his music into 145 minutes.

Those Hungarian Rhapsodies!

After all, he wrote 1.300 compositions—sonatas, etudes, masses, mazurkas and rhapsodies, 15 in all, which began as if cathedral and ended like well-rehearsed barroom brawls. He began as a child prodigy in Hungary, was the biggest draw in Europe by the time he, was 22, discovered and pushed Richard Wagner to the point where he List!) pushed himself into the background, and his love-life well behind him and ranked as an abbe by the Catholic Church, ded in an odor of sanctity at Bayreuth at the age of 75.

The day he died the news dispatches described him as "the fatherin-law of Wagner." He once remarked. "Once List helped Wagner, but who will help Listt?" Well, it took 86 years to get the answer and it came from Willian Goetz and Columbia Pictures.

Just how much the late Harry Cohn had to do with this production I don't know, but, he was an astonishing man for one who was raised on the Hallroom Boys and the Racing Forum.

Had Cohn lived he might have gone on to try his hand at immortalizing Thalberg, if only to point out to MGM that they had missed a trick in not doing such a picture before him. For Thalberg was Liszt's greatest rival, his opposite in every way. In fact, Thalberg, the pianist, was so much like his namesake Thalberg, the producer, that is surprising if they were not releated.

#### Takes All Kinds

Takes All Kinds

Ernest Legouve, who caught Liszt and Thalberg at an interval of a quarter of an hour at a concert given for charity in Paris, described Liszt as constantly tossing back his long hair, his lips quivering, his nostrils palpitating, the Magyar and Tzigane in one.

Thalberg was just the opposite. He had none of the marks one usually associates with the actor or showman. "He was the gentleman artist." Legouve wrote, "a perfect union of talent and propriety. He seemed to have taken it for his rule to be the exact opposite of hir rival. He entered noiselessly: I might say almost without displacing the air. After a dignified greeting that seemed a trifle cold in manner, he seated himself."

On that describtion alone it sounds as if Irving Thalberg could have.

lie seafed himself."

On that description alone it sounds as if Irving Thalberg could have played the virtuoso himself.

Just how far would Franz Liszt have gone under the name of Frank Flour? That's how has name translates. The French always called him "List." But he belonged in an era when impressarios didn't dare fool with the names of talented people.

They didn't tamper much with their private lives either. Though Liszt hardly matched Pagantni (who had the morals of rabbit) most though Liszt was not too far behind. He had run away ith Countess D'Agoult, the wife of a nobleman, and later lived openly ith a married princess at Weimar.

His three children were born out of wedlock, though they were legitimatized later. One, Cosima, married Hans Von Bulow, Liszt's favorite pupil, and ditched him later to marry Richard Wagner. She, too, lived on to die in an odor of sanctity.

Man of Hour

It was Lizzt who gave asylum to Wagner, revolutionist who was wanted by the police of Dresden. Lizzt even threw a banquet for Wagner, who insulted everybody as if he were the Oscar Levant of hi

era.

It was said of Liszt that he could never say "No" to Wagner, or a pretty woman, but he could tell off a Czar who dared to talk while the greatest planist in the world played.

He was the foremost defender of the dignity of an artist. One time he was the guest of the King of Wurtemberg. The king's daughters wanted to hear Liszt in the privacy of their own apartment. He played for them

played for them.

The next morning, enjoying a real Havana, Liszt was interrupted by a servant who placed 150 ducats in gold on the table, and asked him to sign an accompanying receipt. Liszt read: "Received for playing" and so forth.

so forth.

He repeated the words and In a condescending tone said: "For my playing I am to sign this document?"

He added he guessed some clerk had written this scrawl.

When informed that the Director of the Court Treasury had written it. Liszt said. "Well. take the receipt and the money and tell the counsellor from me that neither king nor emperor can pay an artist for his playing—only for his lost time—and that the counsellor is a block.

counsellor from me that neither king nor emperor can pay an artist for his playing—only for his lost time—and that the counsellor is a blockhead if he does not know that. For your trouble, my friend, '(giving him five ducats) take this trifle."

This was a part Liszt could play magnificently. The servant withdrew with the document and the money and returned later with a large sealed letter, which when opened read: "The undersigned officer of the Treasury of the Court, commanded by His Majesty the King, begs Dr. Liszt to accept as a small compensation for his Jost time with the princesses the sum of 150 ducats."

The Planist and the Princess.

The Planist and the Princess.

The Planist and the Princess.

Liszt's life with Princess Carolyne Sayn-Wittgenstein has been told many times. It seems well established that when she deserted her husband she was deserting a pretty brutal bum and that it had been a forced marriage and therefore subject possibly to annulment. Liszt had been assured it would be dissolved and had gone to Rome hoping to marry her after the dissolution, only to have the petiti denied. Pope Pius IX forbade the nuptials.

As the Vatican got the story her enforced marriage to a heretta might be subject to reviewing. Apparently permission for the annulment was granted. Delighted, she told Liszt to reach Rome by the evening of October 21, 1861. The marriage ceremony was to take place at the Church of San Carlo the next day.

A dozen versions of what happened in those 24 hours have never been reconciled, but it appears the Holy Father rescinded his permission pending a re-examination of the case. Everything was ready for the wedding, but this delay seemingly killed the hopes of the couple.

couple

couple.

After all, Liszt was 50 years old by then. He accepted the interruption as a sign from heaven and she did too. In fact she asked him to forget her and devote his genius henceforth to the church. Four years later, while in another part of the world a beaten South was accepting defeat from a whiskey drinking Northern general. Liszt assumed minor orders and became an abbe in Rome.

The friendship of Liszt and the princess never was dissolved. It is generally believed she was a great and good force in his life. He was a lazy, careless man, she once confessed, but, as James Huneker pointed out, 1,300 compositions is hardly erring on the side of indolence.

Broadway

Molly and Charlie ("21" Brands) Berns' daughter, Abby Jane, en-gaged to Stephen A. Solomon.

Bill Treadwell's flackery N.Y. rep for the just-opened Jerry Franken p.r. org in Hollywood.

Madeleine Gottlieb, daughter of GAC veep Lester Gottlieb, joined David Lipsky's publicity office as

man associate.

MCA's Robert Fenn, Derek Glynne, an independent Londonagent, and producer Henry Sherek in from London.

Showman-industrialist Lou Chester daughter Rong Lynn, en-

ler's daughter, Rona Lynn, en-gaged to Mel E. Harris, now with the Hentz brokerage firm.

Pressagent Irving Zussman taken to the French Hospital—ulcers. Although condition not regarded as serious, he has had two trans-

as serious, ...
fusions.
A German prennig used as A German pfennig used as a slug instead of a 15c subway token got it actor. John Moore, former child star Dickie Moore, a \$10 fine after he pleaded guilty.

Famed Boston attorney Joe Welch, quondam tv and film actor, suffered two heart attacks in the control of 
suffered two heart attacks in the past two weeks. He's on the Hy-annis (Mass.) Hospital's "serious

annis (Mass.) Hospital's "serious condition" list.
A fire in the Hotel Pierre last week halted WBAI-FM's program: transmissions for 12 hours. Water seepage from the fire hoses, while combatting the blaze in the Pierre's found in the fire hoses, while combatting the blaze in the Pierre's found in the fire hoses. tower, affected the station's trans-mitter.

mitter.

When Balsa Hotels, Mexico City syndicate, takes over operation of the Hotel St. Regis, Col. Serge Obolensky will move his business he back to the Hotel Drake; another Zeckendorf hostelly; where he incidentally resides.

The Dick Kollmars' (Dorothy Wigallan) from house of Pact 68th

he incidentally resides.

The Dick Kollmars' (Dorothy Kilgallen) town house on East 68th St. is next-door to the Soviets permanent UN head arters mansion, so the Dorothy is Dick tear and their children, have had a closeup on all the Khrushchey and kindred shenanigans perforce.

A Pro-Celebrity Amateur Golf Tournament benefiting the Fight for Sight, which is launching its 14th annual campaign, will be held at the Vernon Hills Country Club, Tuckahoe, N. Y., Oct. 9. Celebs set so, far are Perry Como, Jack Carter, Jan Murray, Robert Preston Ted Brown. Dennis James. and Sammy Kaye.

Playboy's No. 2 key club, in Miami, will include pool and cabana facilities; a New York 1901 is scheduled for spring '61; and High M. Hefner, editor-publisher of the magazine which is sponsoring the oasis membership oasis, is auditioning a site in L.A. as he bans to build there from the

auditioning a site in L.A. as he plans to build there from the

plans to build there from the ground up.

The United Jewish Appeal's 27th nnual "Night of Stars" benefit tow, to be held Nov. 21 at Madi-Square Garden. N. Y., will be presented for the first time on a circular revolving stage. Abraham F. Wechsler is the newly-appointed general chairman of the project, having succeeded Sylvan Gotshal, who occupied the post for 10 years. Politico-social note: the newest

who occupied the post for 10 years. Politico-social note: the newest plush hotel in Havana, the Riviera foriginally with Las Vegas capital and casino operation), has been renamed the Theresa in honor of the Harlem hostelry to which Fidel Castro repaired after first checking into the Shelburne-Hotel in midtown. Manhattan, much closer to the UN than the 125th St. & 7th Ave. inn.

to the UN than the Labor Properties.

Mrs. David Susskind recovered yer \$7,000 in missing jewelry and perfume on the L.A. N.Y. plane which brought her east. Two airline personnel members were arrested following the accidental loss when the tv producer's wife left a

rested following the accidental loss when the ty producer's wife left a cardboard box behind when she disembarked. Most of it were momentos and gifts given her on the Coast, following a birthiday and anniversary celebration.

A "Pri Ruppert" tuxedo is the whyfore of the After Six Formals' tieup and fashion display at a luncheon today (Wed.), at the Ruppert Brewery, at which Journal-American fashion columnist Bert Bacharach will designate Dick Van Dyke, star of "By Bye Birdie," as "the best dressed Broadway star." By coincidence the "BBB" male chorus will model the after the star of the s as "the best dressed Broadway star." By coincidence the "BBB" male chorus will model the After Six formal men's attire. Willie Kurtz, now the RKO Palace boxoffice treasurer, hand

Willie Kurtz, now .... hand-ling the "Sunrise At Campobello" Cur (WB) hardticket sale, is at his new post almost two years to the day following receipt of a letter from Ralph Bellamy when he starred in the stage original at the Cort Thealte. Kurtz was the treasurer then pole.

at the legit playhouse and it is a coincidence he's now in the theatre firstrunning the film version. Having opened his new Madison Ave. digs, Freddie Fields, ex-MCA veepee, heads for the Coast endveepee, heads for the Coast end-October to set up Hollywood repre-sentation. Meantime, Phil Silvers' sundry corporate enterprises (in-cluding the one which has a stake in "Do-Re-Mi," the upcoming

in "Do-Re-Mi," the upcoming David Merrick legit musical) has defected from MCA and signed with Fields who pledged no "raiding" and, he added, "especially my wife (Polly Bergen); MCA does plenty all right for her."

#### Boston

By Guy Livingston (423 Little Bldg.; DE 8-7560)

Arthur Blake current at Play-house Lounge. Larry Steele's new revue at the Show Bar, Monday (3), Max and Joe Steuben, operators

of Steuben's nitery, pre-ping exo-tic beanery in Copley Square area. Monte Proser and Bernie Foyer in for huddles with nitery ops on

n for huddles with nitery ops on heir packaged musicals for night

Ben Sack opens "Sunrise at Campobello" on hard ticket for March of Dimes benefit Wednes-

March of Dimes benefit wednesday (5).

Mickey Alpert, now repping Las Vegas Tropican and Hub's Manger and Logan Airport Motel, in to oo, talent.

Count Basie and Stan Kenton bring their bands in for a one nighter at Donnelly Memorial Theories Cot. 17.

Theatre Oct. 17.

Theatre Oct. 17.
Bradford Roof opens Oct. 10
with Johnny Howard, Rita Harris
and Buddy Thomas Line on twoweek stands with Harry Drake

week stands with Harry Drake booking.

Daisy Weichel cocktailed and dinnered Hub press for opening of Statler-Hilton Terrace Room with the Show Toppers in 'Salute to Rodgers and Hart.''

Charles Playhouse, Hub's "off-Broadway" outfit, opens its new season Wednesday (5) with "A Streetcar Named Desire: Frank Sugrue and Robert Calvi producing: Michael Murray directing.

Sugrue and Robert Calvi produc-ing; Michael Murray, directing. Dick Richards brings in Joan Baker for pi ing stint, in his Black Angus Upstairs Room Saturday (1), joining Phillip Herbert and Donald Van Wart at the 88, while Helen Manning handles the Ivories in the Downstairs Room.

#### **Kansas City** By John Quinn

Coldstream Guards next in on e Ruth Seufert Celebrity series, one-nighter in the Music Hall

ct; 5. Resident Theatre initial fall pro-

Resident Theatre initial fall production to be "The Cold Wind and the Warm" opening Oct. 26 under direction of Leonard Belove.

Victor Riesel set as speaker to open the winter dinner series of the Temple Brotherhood, Congregation 8 nat Jehudah. He speaks Nov. 1.

Nov. I.

Harry McClure, National Theatres Wichita manager, winner of the one-day golf tournament of the Kansas City Motion Picture Assn. at Hillcrest Country Club.

Somethin' Smith and Redheads take off following their engagement at Eddys' here for the Radisson Flame Room, Minneapolis, opening there Sept. 30, their first in the spot.

#### **Pakistan**

By A. Ghaffar
(P.O. Box 4686, Karachi-2)

U. S. Information Service held one-week film festival in Karachi

last month.
Film Society has been started in Lahore, under auspices of the Pakistan Arts Council, to screen arties and hold seminars on filmic

art:
A United Nations Film Unit was in Pakistan recently to shoot se-quences for proposed documen-mentaries dealing with UN activi-

mentaries dealing with UN activities in Asia:
Hollywood director Edgar Ulmer due to arrive in Karachi this month to direct "The Temple of White Elephant," Pakistan's coproduc-

tion venture.

Film Workers Welfare Organiza

Film Workers Welfare Organiza-tion has been formed in Lahore to improve conditions for film work-ers and to aid unemployed and dis-abled workers.

Current at Karachi niteries are Dr. Nemo & Eva, Dlamond Sisters and Yasmin from Turkey at Beach Luxury Hotel, Rita Berna from Greece at LeGourmet, Lily & Loo, and Pareis Black at Hotel Metro-pole.

#### London

(HYDe Park 4561/2/8)

VARIETY

Patrice Munsel in for tv dates.
Dave Morris, the comedian who
died last June at the age of 63, left

Alfred Hitchcock in from the States for a short stopover before heading for the Continent.

Carl Foreman tossed an end of conting party for "The Guns of shooting party for "The Guns of Navarone" at Shepperton last Wed. James R. Wallis, head of studio

operation at the Associated British lot at Elstree, signed Alan Sieve-wright as a fashion consultant and

costume designer.

Joseph G. Lustig named by the Hotel Corp. of America to handle

Hotel Corp. of America to handle publicity for the Carlton Tower Hotel which is to open on Sloane St. in December.

Sidney and Cecil Bernstein donated \$2,800 to the Variety Club for the purchase of a mobile film unit which will provide free shows for children in orphanages and hospitals in the Manchester area.

The Queen and the Pulse of Edin.

The Queen and the Duke of Edinburgh are to attend the world preem of "Man in the Moon," star-ring Kenneth More, at the Odeon, Leicester Square, Oct. 31. It will be charity gala, with the coin going to King George's Jubilee Trust

going to Anna Trust.
John Wayne, Richard Widmark and Laurence Harvey are flying in from the U. S. to attend the gala presentation of "The Alamo" dat the Astoria Oct. 27. Preem, under the auspices of the Variety Club, will be attended by Princess Margaret and Antony Armstrong-

## Las Vegas

By Forest Duke (DUdley 44141) Aku Aku restaurant introducing

Aku Aku restaurant introducing Polynesian chuck wagon.
Al Burnett of London's Pigalle Club in town looking for acts.
Roy Gerber (local MCA rep), and wife Connie became parents of a daughter Sept. 21.
Sammy Lewis inked Patti Page and Rowan & Martin for a two-framer starting Oct. 26 at the Riviera. George Burns and Gracie Allen

in at the Sahara confering with Milton Prell and Stan Irwin about

Milton Prell and Stan Irwin about future Burns bookings.
Major Riddle and Harold Minsky negotiating with Jayne Mansfield to headline an upcoming Minsky revue at the Dunes. If deal jells, Jack Cole will stage her act.
George Grief, Frankie Vaughan's manager, here for the British singer's Dunes opening, huddling with Sammy Davis Jr. at the Sands about a possible Vaughan-Davis starring pic.

#### Minneapolis

By Bob Rees (4009 Xerxes Ave. So.; WA 6-6955) Mary Blihouse and the "Van-

(4009 Xerzes Ave. So.; WA 6-6955)
Mary Blihouse and the "Vanguards" into to Torch Club.
Rosalind Russell here for a store's fashion show appearance.
Harry Blons Dixieland band opened at Hotel St. Paul Gopher

Grill.

"Once Upon a Mattress" set for St. Paul Auditorium Nov. 29-Dec. 4.

Mort Sahl broke all Freddie's supper club records during his recent fortnight engagement.

Ralph Rapson, U. of Minnesota

Ralph Rapson, U. of Minnesota architect school head, named architect of the new \$1,300,000 nonprofit repertory theatre to be built here for director Tyrone Guthrie

profit repertory theatre to be built here for director Tyrone Guthrie and latter's associates.

Ten-day Minnesota State Fair for sixth consecutive year drew more than 1,000,000 through the gates. Attendance was 1,075,374, slightly under that of last year and 1958, due to rainy two opening days and extreme heat

#### **Paris**

By Gene Moskowitz (66 Ave. Breteuil-SUF. 59-20) Adolphe Menjou in to visit birth-place site with wife Verree Teas-

Fernandel will play a dual role in a comic French oater, "Dynamite Jack."

ack."
Anglo director Clive Donner in
direct a prestige documentary
or Ford Motor Co.
Alain Bernardin, owner of the
razy Horse Saloon, opened his
ew botte, the Soho

Alain Bernardin, owner of the Crazy Horse Saloon, opened his new boite, the Soho. Novelist Alain Robbe-Grillet turning pic director for "The Dogs"

which he also scripted. recting. It Mel Ferrer due for another film rava-Film.

here, "La Dame De Montsoreau,"
after winding "Ladles' Man."

Jean Seberg readying her third
French pic this season, "Lover For
Five Days," which Philippe De
Broca will direct.
Starting Oct. 7 Metro's "BenHur" will be on a two-a-day basis,
at a \$2 top, at the over 3,000-seater
Gaumont Palace.

Alexandra Stewart, French-Canadian actress, into Howard Hawks'
"African Story," opposite John

nadian actress, into Howard Hawks'
"African Story," opposite John
Wayne and French actor Geratd
Blain.
Yves Montand will appear opposite Sophia Loren in the FrenchItalo film, "Madame Sans Gene,"

which Christian-Jaque

which Christian-Jaque will direct later this season.

Greek actress, Malina Mercouri, who won the acting kudos at the Cannes Fest this year in Jules Dassin's "Never on Sunday," slated for a French, film, "The Doll," by Jacques Barathier.

Under the aegis of the International Council of Music five leading foreign classic orchs will give concerts at the Champs-Elysees Theatre from Sept. 27 through Oct. 26. The orchs are those of Leningrad, Madrid, Israel, Tokyo and Monte-Carlo.

#### Milwaukee

By James Gahagan (1902 E. Linnwood AV; ED. 2-7655) "Three Suns" at Johnny's Round-

up.

The Skylight Theatre, with radiant-heated coachyard tent, holding "The Mikado" indefinitely.

Joan Bennett and Donald Cook in "The Pleasure of His Company," set for Pabst Theatre Sept. 30-Oct. 1.

set for Pabst Inca...
Oct. 1.
"The Music Man," with Harry Hickox in title role, in sole Wisconsin engagement Mon. (28) through Oct. 1, at Orpheum Theatre, Madison. Joan Weldon is

#### Memphis

By Matty Brescia (61 S. Second St.; MU 5-5107) Harold Krelstein, Plough radio rexy, back after tour of four sta-

tions.

Marguerite Piazza (Mrs. Bill Condon in real life here) opens at Houston's Shámrock Oct. 3.

Fabi , along with Bill Black combo and others, set by Early Maxwell for Auditorium Oct. 21.

Rob Morrie and his growt to Become

Bob Morris and his crew to Peabody's Skyway for two weeks with Chuck Cabot's orch moving in

oct. 3.

Morris Chalfen's "Holiday On ce" inked here for Feb. 13-19 in 51 under banner of Charlie Mc-Elravy attractions.

Broadway Theatre League here tees off with "The Andersonville Trial" with Brian Donlevy at the Auditodium Oct. 14-15.

## **Mexico City**

By Emil Zubryn
(Apartado 385, Acapulco)
Maria Felix may do a dramatic
play with preem set here for De-ember.
Mexican comic Cantinfias asking

Mexican comic Cantinfias asking \$4.000 per program for tv appearances in Mexico so far no takers. Chula Prieto pacted by Hart Productions to do an American film in which she'll interpret a French schoolgirl; picture to be made in Italy next year. Pedro Armendariz, veteran screen actor, decorated with the Virginia Lopez medal for his 25 continuous years as a film, theatre and television performer. Katy Jurado and hubby Ernest Borgnine said to be investing in a hot dog and American sandwiches restaurant in Cuernavaca. Place may be named "Perros Callentes," which is hot dogs in Spanish. may be named "Perros Canen which is hot dogs in Spanish.

## Belgrade

By Stojan Bralovic Dimov, top Bulgarian tenor

Ivan Dimov, top Bulgarian tenor, arrived in Split, Dalmatia, to sing arrived in Split, Dalmatia, to sing in "Aida," the closing performance of the Split musical summer plays. Nicholas: Reisini, head of Robin International, negotiating in Zagreb for a Yugoslav animated film to be shown in Cinerama in the U.S.

John Harris, Yank film producer, and American actor Verner Raihof dickering with Triglav-Film on an American - Yugoslav coproduction slated to start by the end of the

Orson Welles and Victor Mature in Zagreb for a month to star in "The Tartars," an Italian production which Richard Thorpe is directing. It's being lensed by Dub-

#### Hollywood

Ernest Gold back from London scoring of "Exodus."

Alfred Hitchcock off to Europe for Continental openings of "Psy-

Wilfrid Hyde White in from London for role in Par's Double."

Jack Diamond, UI pub chief, in Vienna for promo confabs on Secret Ways."

Maureen O'Hara to N. Y. Oct. 8 rehearsals on NBC's Scarlet Pimpernel."

Howard Leeds heads writing staff for Thalians' annual charity ball revue Oct. 21 at Beverly Hil-

Lawrence Bachmann, Metro's production supervisor in Britain, here for two weeks of studio confabs.

Chuck Connors subs for Charl-ton Heston, out of country for six months, as alternate member of SAG board. Mark Robson, Sidney Harmon

Mark Robson, Signey Harmon and Boris D. Kaplan joined Screen Producers Guild, bringing membership to 178.

Mike Kaplan set as European publicity director for two new Pennebaker productions, "The Naked Edge", and "Penis" Bluer."

nebaker productions, "T Edge" and "Paris Blues,

Edge" and "Paris Blues."
Martin Murray arrived to discuss theatrical and/or tv distribution of 28-minute travelog, "Israel
Today." narrated by Eddie Cantor.
Motion Picture Permanent Charities launches 1961 drive Oct. 4 with all-industry luncheon, Sidney P. Solow acting as campaign chair-

#### Chicago

(DElaware 7-4984)

(DElaware 7-4984)

Count Basie and Stan Kenton orchs co-billed or a Medinah Temple gig Oct. 8.

Doris Day in today and tomorrow (Thurs.) to bally her "Midnight Lace" (U) pic.

Russell H. Brooks, former Wayne King sideman, has opened his own voice-instrument studio here.

La Cantina, the cellar level of

voice-instrument studio here.

La. Cantina, the cellar level of the Italian Village dinery in the Loop, and a fave spa for opera headliners in town, notching its fifth anni.

Irving Mack, retired prez of Filmack, trailer and tele-blurb producer, moving to Miami Beach with spouse Belle Hell still structure.

ducer, moving to Miami Beach with spouse Belle. He'll still serve as firm's board chairman.

Dick Schory and his percussion-brass ensemble, which previously etched the "Brave Bulls" score for Victor, did an Orchestra Hall concert last night (Tues.) to capture audiences "oles!" for atmospheric mixing with the original tane

cert last night (Tues.) to capture audiences "oles!" for atmospheric mixing with the original tape. Mr and Mrs. John L. Keeshin, socially prominent relatives of "Majority of One" author Leonard Spigelgass, tossed a midnight taffypull for him, the cast, producer Dore Schary, ppess and certain eminent first-nighters following Monday's (26) opening. A semi-documentary pic is being shot around the near northside nitery terrain, intended to scope the what-to-do-and-see of the area. Project is headed by Don Klugman, a Britannica Films script super,

a Britannica Films script su and Marvin Gold, a copywriter Needham, Louis & Brorby agency.

## Berlin

By Hans Hoehn
(760264)

Sam Goldwyn's "Porgy and
Bess" in its fourth month at Delphi

Bess" in its fourth month at Delphi Palast.

Heinz Ruehmann starts a fiveyear commitment with Viennese 
Burgtheatre in November.

United Artists "Inherit the 
Wind" given the "particularly 
valuable" classification by W-German film classification board.

NF's "Mein Kampf," Swedishmade documentary on Adolph Hitler, declared particularly valuable 
by W-German film classification 
board.

board.
Will Tremper (Petronius) sold

Will Tremper (Petronius) sold the title of his highly successful magazine (Stern) series, "Deutchland. Deine Sternchen" (Germany, Your Starlets) to Viennese producer Ernest Mueller.

Joachim E. Berendt, head of SWF (W-German network) jazz dept., who recently returned from a four-month U.S. trip, returned to the U.S. to attend the California jazz festival at Monterey.

Guenter Geisler, Berlin film critic, to Washington to work there for Peter von Zahn's German ty production group. Geisler's journalist-wife (Lore Ehlers) will also work for the Zahn unit there.

#### Jose Ferrer

Continued from page 1

parts for him, of which he was parts for him, of which he was publicly complaining a year ago. He has packaged himself and a bunch of singers, several of them excellent, in an offbeat novelty for the concert platform trade. Having broken in the new stunt—the right word—with the Santa Fe Opera during the summer, he was the opening event of the fall season of G ido Salmaggi's Brooklyn Opera Company, the first of seven successive Saturday night offerings at \$3.50 top, or what is known as meat-and-spaghetti lyric drama.

Ferrer, in chin-piece, paaked

meat-and-spaghetti lyric drama.
Ferrer, in chin-piece, peaked cap and middle ages (A. D. 1299) costume, half-sings, half-falks the cynical farce about the mourners who wish the last will and testament altered. Opera or not (and there is some lovely Puccini music the work must indeed be played broadly slapstick, even at the Met. Ferrer makes the most of the hour and the audience is sincerely diverted. His staging leaves much to be desired and a critic must

Dreact opera by Giacomo Ouccital, sed on Italian libretto of G. Forzano, teed by Jose Ferrenched C. Forzano, teed by Jose Ferrenched The State of G. Forzano, teed by Jose Ferrenched C. Sch. 24, 1950; \$3 50 top.

Jose Ferrenched C. Jose Ferre 3 50 top.

Jose Ferrer
Jeanette Scovott
Elaine Bonazz
William Lewis Lauresta Zita Rinuccio Gherardo Nella Elaire Bonazzi
Elaire Bonazzi
Robert Mackie
Naula Gerlando
Alectis Di Tullio
Robert Trehy
Giml Beni
Rodney Stenborg
Marilyn King
Robert Falk
Richard Best
Glorgio Spelvino
Leonard Potter herard:

ransack memory for an instance of such grotesque greasepaint ap-plication as here exhibited. The English translation is uncredited exnibited. 'The control of the contr sometimes unintelligible, as so of-ten with opera rendered into Eng-lish. It ends with Ferrer directly addressing the audience to say that, in the light of the family's avarice, the revised will comes nearer rough justice and he accordingly pleads for a verdict of not guilty.

The actor does not take himself this poice too enable to make the constant of the point of the point to be provided to the prov

not guilty.

The actor does not take himself or his voice too seriously. Or does he? His true temerity is not in the opera itself but in the program's forepart, an operatic concert which runs the gamut of Rossini, Donizetti, Verdi and Puccini but assigns a solo from Mozart's "Marriage of Figaro" to Ferrer. He had the grace or humility to mimic a small prayer before beginning. One was as much struck by the magnificence of his stage presence in tails as by the gift of his song. The concert portion actually shows off the singers in his troupe far better than does "Gianni Schicchi." This is notably true of Maria di Gerlando, a handsome soprano in a green gown, and of William Lewis, for once a tenor who's tall. Alone and in duet from "La Boleme," these two pleased the Brooklynites immensely and also impresed the motley delegation of legit and concert personages, plus musicologists and reviewers from Manhattan who were drawn to the borough arts shrine out of curiosity, conscientiousness drawn to the borough arts shrine out of curiosity; conscientiousness and Saturday night condescension. Not the least arresting aspect of the occasion was the presence of the planist Earl Wild as conductor of both concert and opera. The Academy's pit orchestra performed

well.

The house was not a sellout, as it often is when better-known breadand-butter works like "Rigoletto,"
"Butterfly," "Aida" and "Carmen" are presented by Salmaggi, Nonetheless it was evident that the are presented by Saimaggs, None-theless it was evident that the audience had come to see, and was, on the whole pleased with, this Master Gianni, transformed from "Charley's Aunt" and "Cyrano."

#### 'Great Debate'

Continued from page 1 =

up conclusive figures on the pro-

gram's unduplicated audience.

The ARB executive felt that the normal count of 2.5 viewers per tv set was in all probability swelled

(viewers at any given moment) figure by sticking for the moment to 2.5 viewers per set. There were nearly 30,000,000 sets in use.

nearly 30,000,000 sets in use. By networks, the National Arbitron figures on Monday read: CBS-TV, for the hour, 27.4; NBC-TV, for the hour, 24, and ABC-TV, for the hour, 14.3. (CBS produced this first edition of Kennedy-Nixon television meetings, of which there will be four in toto.)

Some politicians are inclined to

Some politicians are inclined to believe, despite opinions voiced, to the contrary, that there is more interest implicit in the forthcoming debate on foreign issues. First meeting was on domestic problems, At 10:30, directly after debate, "Presidential Countdown" on CBS-TV, with Dem veepee candidate Lyndon Johnson as guest, racked up an ARB of 18.1 compared with Milton Berle's "Jackpot Bowling." on NBC-TV, with 11.2. Ted Mack's "Original Amateur Hour" on ABC-TV, also at 10:30 after the big meeting, only got 6.3 on the Arbitron national returns. Evidently, it was a night for politics.

#### **Closed Circuit**

Continued from page 1 =

Lodge (from Los Angeles), Senator

Lodge (from Los Angeles), Senator Barry Goldwater (from Houston), and Governor Nelson Rockefeller (from New York). The GOP is hopeful of raising \$3.000,000 in this one night. The N. Y. outlet will be the Hotel Astor.

Nathan L. Talpern, TNT prexy, launched closed-circuit political fund-raising in 1954. Initially it was used on a local and regional level. On the basis of the results achieved by these local telecasts, the GOP summoned TNT in January, 1956, to stage the "Salute to Eisenhower" closed-circuit dinner hookup. It was the first public ap-Eisenhower" closed-circuit dinner hookup. It was the first public appearance of the President after his serious heart attack. The success of the closed-circuit meeting, which raised \$5,500,000, is said to have given momentum to the President's decidied to the president's decidied. given momentum to the President's decision to run again. The \$5.500.000 was topped in January, 1960, when the 83-city TNT network for the "Dinners with Ike" raised \$7.500.000, again in one night.

Olosed-circuit television as a po-Closed-circuit television as a po-litical fund-raising glimnick has been accepted for a number of reasons. The "family gatherings," via closed-circuit television, make it possible for the "stars" of the it possible for the "stars" of the party to attend the bread-breaking matter what part of ceremonies no matter what part of the country they may be in at the moment. It avoids interruption of regular campaign barnstorming and permits party leaders serving as Government officials to attend the rallies without neglecting their work in domestic and international irs. For example, Secretary of e Christian Herter, although ipied at the United Nations, attend the dinners via the N.Y. affairs.

outlet
It avoids unnecessary travel for political fence mending or for the bolstering of enthusiasm for the party's candidates. By arranging for several origination points, each dinner is assured of the presence of at least one political "star," thus giving each city a sense of importance. At the same time, the party's leaders, from the President down, can be seen and heard It would be can be seen and heard. It would be impossible to assemble such a gath-

impossible to assemble such a gathering for separate dinners.

If it were staged on regular television, many who attend would not buy tickets and most people would sit at home to watch the proceedings. Besides, good food and entertainment are furnished, and those who pay \$100. a plate get to a considerable extent their money's worth.

#### **James Dean**

= Continued from page 1 =

rebels without a cause" who ape Dean as their idol
The Film Bureau has not Indicated whether or not it will ban the picture. There had been slight disorders at recent showings in nabe houses, but the milling around of juvenile fans has also been noted in showings of Eivis Presley films

tv set was in all probability swelled somewhat, with tv homes coffee-klatching for the meeting of the major candidates. This enlargement of the average for viewer-per-set would also have helped toward guaranteeing a total audience of 100,000,000.

However, working on the minimal assumption, ARB arrived at its 125,000,000 average audience the major of filing for new authors the same process of the same p

#### Jules Verne

Continued from page 1 =

making preparations to follow this up with the late French novelist's 20th-Fox has on its upcoming sked "Journey of Jules Verne," based on what is described as "an original screenplay by Jack Thomas." Same company also is planning another "Verne-type" film in producer Irwin Allen's "Voyage to The Bottom of The Sea," not to be confused of course, with "Jour-ncy to Center of Earth" "20,000 Leagues Under Sea."

All Verne stories are not auto-All Verne stories are not automatically film blockbusters by any means. Warner Bros.' version of his "Journey from The Earth, to The Moon" (1953) broke no records. Continental Distributing's Michael Strogoft," which played its American premiere date at the DeMille in New York early in the summer, hasn't yet gone into national release and so remains an unknown factor, though big abroad.

Whether or not the Verne source material is now running a little thin, there's still one important thing to be said for it: It's in the public domai

#### **More Angles**

Continued from page 2;

them singing, too, if Bing "didn't feel he could hit the high notes." feel he could hit the high notes."

The J. P. Harris Theatre had
Crosby's new film, 'High Time' scheduled for a Sept. 21 opening on a locked booking. But manager fony Cotsoumbis and the 20th exchange here "unbooked" it and it now is set for the week Crosby's in tow. Cotsoumbis is hoping Crosby will visit the theatre to kick to ff and for this possibility only.

in tow Cotsoumbis is hoping Crosby will visit the theatre to kick it off, and, for this possibility only, the picture was given its new date. At WTAE, producer Ed Young is putting together the annual United Fund telecast and he is keeping his whole show flexible in the hope that Crosby might drop in. WTAE is the ABC affiliate here and Crosby is with ABC and all that jazz. but Young is hoping that someone can put the convincer on the start to join the show along with his four sons. This would be the neatest trick of the year. Gary has long left the group figuring that he travels fastest who travels alone. All in all, Crosby has made no commitments except that he is coming to town to see his own ball club play in the world series.

#### Jessel's Book

Conti ued from page 2;

one, with the usual ballyhoo einblazoned—'Make Way.' Todd's A-Comin'—this wouldn't have hapnened. .

A-Comin'—this wouldn't have happened.

The subjects who this "speak from the grave," recapping the mistakes they made or how-different-it-could-have-been, will include as variegated a group as the follow-ing: Jinmy Walker, William Morris Sr., Harry K. Thaw. Lefty Louie Cyp the Blood, Jim Fiske, Diamond Jim Brady, Lillian Russell, Sime Silver man, William Travers Jerome, Stev Brodie, John A. Roebling, Maxine Elliott, Buddy DeSylva, three Hammersteins (Oscar I, Willie and Oscar II), Sam H. Harris, Harry Von Tilzer, George M. Cohan, Gus Edwards, Al Bryan, Eva Tanguay, Bert Williams and George Walker, Sam and Lee Shubert, Maude Adams, Charles Frohman, David Belasco, Jim Jeffries, W. C. Kelly, Alice Brady, Florenz Ziegfeld, Anna Held, William A. Brady, James J. Corbett, Benny Leonard, Commodore Vanderbiit, Betcha Million' Gafes, and others.

on program and technical develop-ments in video.

ments in video.

Big addition to the Emmy awards categories is "Program of the Year." It was recommended not too long ago that the Emmy list be narrowed down to include just this one broad category. Instead, it was added to the existing category list.

The first fest, in general out-line, will make room for screening top shows from the world over which will be judged for both artistic and scientific achievement." Second, there'll be a series ment. Second, there'll be a series of speeches and papers on cultural and technical topics, and finally foreign "delegates" will be given the chance to o.o. American 'v in action via tours and lectures.

ATAS will shortly announce a festival committee.

As for the Serling proposal on avestigation of blacklisting, a As for the Serling proposal on investigation of blacklisting, a group of Academy trustees, in-cluding producers Louis Edelman and Gail Patrick Jackson, felt that the subject didn't fall within the Academy's "proper purview."
Apart from that, they felt any formal action would open old wounds unneeccessarily.

#### **European Niteries**

- Continued from

head for Le Lido in order to compare both shows

The same is also true of those who have cased the Paris edition and go to the Stardust later. The shows in the cities, which are some 5,000 miles apart, thus get critical comparisons frequently, and many are vocal about it. However, Fraday pointed out, most compare both layouts favorably.

both layouts favorably.

Fraday paid tribute to the staging facilities at the Stardust as probably the best in any nitery in the world. He says that they can do anything at Le Lido that can be done at the Stardust, but the Paris spot has no storage facilities. In order to accomplish the quick-changes frequently necessary, the Paris nitery had to build elevators out in the street behind the cabaret in the street behind the caba-ret in order to move scenery, per-sonnel and freq antly animals.

The new Stardust show is presently scheduled to remain for 16 ently scheduled to remain for 16 months, same as the present No. 2 edition. The first show was at the edition. The mist once year be-Vegas showshop for one year be-fore being turned in for a new model.

model.

Stardust and Desert Inn operator Wilbur Clark and publicity director for both hotels Gene Murphy are in New York. They held a luncheon for Le Lido cast at the St. Moritz Hotel Friday (23). I esgirls planed out later in the day for Vegas to begin rehearsals on the new edition.

#### Goldenson

Continued from page 11

would more than double its billings withi the next five years.

Although he heads the nation's most extensive theatre circuit, Goldenson makes it clear why tv is the apple of his eye. He puts it this way: "Television has been primarily responsible for the improvement shown this year and this will continue to be the case in its expected growth over the years ahead ' Whereas ABC used to hold a

weak third position, this net, according to Goldenson, now is first over CBS and NBC in terms of share of the audience during prime

Rany Leonard, Commodore Van share of the audience during prime evening hours in 50 measured seek, and others.

N.Y. Herald Tribune may syndicate the serialization rights.

ATAS Votes

ATAS Votes

Continued from page 1—
the fest theme, "Greater World Understanding Through International Television."

During the meeting, Syd Eiges, NBC veepee, was appointed head of an ATAS publications & editorial board to "prepare a major definitive book on the history, practices and future of American television."

A quarterly Journal with the feeted as the property of the distinct impression that the theatrical theatre business is somewhat behind last year, due in the feeted and the feeted are to the Hollywood production strike which affected releases mainly during the second quarter, run,

#### Mercury-Ford

Continued from page 2

the major points of its sales an peal. The film can be shown in many cities simultaneously, which is one of the reasons that MCA, is one of the reasons that MCA, which lined up the production elements, took to this medium. However, it's readily admitted that despite all the dramatic ginmicks used to present the end product, the car, spectacularly, the film falls way short of the living presentation. Film, unfortunately, doesn't give the dealers that added touch of enthusiasm.

ed touch of enthusiasm.

However, it does impart something else which is a solidity of background. The film spatters statistics throughout to show that people earn more than in former years, leisure is greater teenage markets are expanding and the college crop will be the biggest in history. It goes into the growth of second car needs, and the vacuum that caused the acceptance of the foreign cars and Americannade compacts. Armed with this arsenal of facts, a dealer seems better equipped to do his best for Lincoln-Mercury.

Another factor that enters the

Lincoln-Mercury.

Another factor that enters the present film is the tiein with the television series which started last week over NBC-TV, with Affred Hitchcock hosting. Hitchcock appears in a similar role here. Thus, MCA is making use of a completely integrated entertainment package with the teleseries and this celluloid opus.

The very has its moments of

ceitiloid opus.

The yarn has its moments of entertainment. Wally Cox is anangel who, at the goading of the devil goes down to earth for a personal survey of conditions and meets up with the daughter of an auto dealer. You take it from there. there.

auto dealer. You take it from there.

The filming is handsome, some of the sequences are amusing and certainly most of it is purposeful. The fact that Lincoln-Mercury dealers can be a one-stop which sells a British import (Anglia), the compact Comet, Mercury and the luxury Continental, might have made a live presentation unwieldy, but it was neatly departmentalized in the film.

Director Sidney Lanfield was hard put to make all facets jell into a harmonious unit, but it was done. The cast is impressive for an industrial show with Cox, Arthur. O'Connell, Mona Freeman, Peter Lorre, Julie London, Sammy Tongee, Allan Hewitt, Lurene Tuttle and others participating.

Jose.

## N.Y. Nitery Biz

Continued from page 1 =

for example. The possible foldo of the Chez Paree, Chicago, and downbeat of the Moulin Rouge, Hollywood, are shadows on the general picture of nitery prosperity. However, this is due, primarily, to local situations with the headliners that normally played these spots now straying to other cafes,

The large cafe, as represented by the Copa, LQ and others, now competing with spots such as the Basin St. East, Roundtable, Blue Angel, the Chez has major competition in the hotel Mr. Kelly's, and others, while Hollywood's Moulin Rouge is bugged by the prosperity of the small jazzeries and avant garde outlets. To meet the challenge of the newer spots, some large rooms as the Copa are buying headliners geared to the younger set, while the Living Room, N. Y., is finding that the oldtime performers are aiding business greatly.

However, the operators feel that However, the operators reet man the greatest boom is the result of the fax reduction. The increase comes at a time when many fields are in the midst of a recession, which is one of the more heartening facets of the upbeat.

ing facets of the upbeat. In some spots the increase is stronger than in others. The strongest hike in New York is being registered at the Blue Angel where Shelley Berman is headlining. The strength of the business there is being measured by the number of turnaways and there have been plenty there during this

#### **OBITUARIES**

GEORGE F. LEWIS JR.

George F. (Pete) Lewis Jr., 41, of the N. Y. theatrical law partnership of Lewis & McDonald died Sept. 27 in New York. Cause of death was spinal meningitis which he developed after returning from Madrid, where he went to confer with his client, Samuel Bronston, with his client, Samuel Bronson on "King of Kings" and "El Cid

Lewis who specialized tax, capital gains and fiscal matters generally was also secretary of Technicolor Inc. He was rated a

Technicolor Inc. He was rated a pioneer intelligence in the area of overseas production economics. His survivors include his widow. tother and a brother. Funeral arrangements were not set at Varnery presstime. Body at Campbell's, Manhattan.

HARLOW WILCOX

HARLOW WILCOX ing ling lady. She also appeared in the "Fibber McGee & Molly" di program for 16 years died Sept. 24 in "Hollywood.

He was also an NBC newscaster of the board of Steinway & Sons,

figures in later years. She retired

41. 15 years ago.

A son, William C., a Blade photoled glapher, three daughters, two
ters, and a brother survive.

SYDNEY SHIELDS

Sydney Shields, 72, actress, died Sept. 19 in Queens, N.Y. She launched her career a newspaper reporter and drama She launched her career. a newspaper reporter and drama critic. She made her first legit appearance when she was 20 years old in "The Reckless Age," produced by Cecil B. DeMille. Her legit credits include. "What Money Can't Buy," "If," "The Case of Lady Camber." "The Fear Market." "Parlor, Bedroom and Bath," New York Exchange." "Red Dust," "Such, Is Life" and "White Flame." She was for seven years a member of the Walker Whiteside company, appearing as Mr. Whiteside's lead-ing lady. She also appeared in silent films.

#### CARL BRISSON

September 26, 1958

for many years before his retire-ment. Before joining NBC he was York. with CBS, where his most impor that assignment was the "Myrt and had been board chairman since Marge" program.

15

CHARLES R. CONDON

ARTHUR GREENBLATT

He joined the firm in 1899 and had been board chairman since 1957. Prior to that he was a vice-president and a director. He was manager of European operations from 1909-39. He was largely re-CHARLES R. CONDON
Charles R. Condon. 66, vet filt publicist and writer, died of a heart attack in Hollywood Sept. 21. He was publicity director for Louis B. Mayer prior to formation of MGM and after the amalgamation held the same post at Metro.

For many years a writer, he turned out many "Rin Tin Tin" scripts for Warner Bros, and also was affiliated with Columbia Pictures and other studios. Since January, 1916, he had been public relations rep for Los. Angeles Department of Airports.

Surviving are his widow, two stepdaughters, two sisters and broken was since was nine years old. His last Broadway appearance was in the Surviving are his widow, two stepdaughters, two sisters and broadway appearance was in the Not." More recently, however, he was senic designer for NBC in NY, and for CBS in Hollywood.

s Angeles Departhe was nine years old. His last Broadway appearance was in the his widow, two 1933 production of "She Loves Me tw sisters and Not." More recently, however, he was scenic designer for NBC in N.Y., and for CBS in Hollywood. He also was scenic designer for two the state of the Arthur Greenblatt, 60. Allied Warner Brothers films, "Battle Artists Pictures homeoffice sales Cry" and "Blood Alley." In 1960,

## Nat Karson

September 27, 1954

executive, died Sept. 18 New York, after a brief illness.
He entered the film industry in 1922 as a salesman for Educational

1922 as a salesman for Educational Pictures and the following year was appointed branch manager. In 1934 he opened his own exchange in the NY. area. He later joined drawn of the moved up to branch manager, then moved up to branch manager. In the then became branch manager. He then became branch manager. He then became branch manager. The then became branch manager in charge of sales, a post he held for four years. He returned to Monogram as eastern district manager and later became eastern division manager. In 1949, h joined Lippert Pictures as veepee and continued in that post until he joined Allied in 1954. Allied in 1954.

MARIE COCHRAN HARTOUGH
Mrs. Marie Cochran Hartough, Ger
73. former drama critic for the Bon
Toledo Kews Bee and Toledo her
Tim died in that city Sept. 12. 'S
She was also an accomplished mar
pianist and wrote the m sic for late
several operettas staged locally. Thi
She was formerly manager and astreasurer of the Toledo the
Symphony Society.

New he was one of the scenic designers for Freedomland amusement park His wife survives.

Gertrude Bondhill, 80, onetime film, legit and radio actress, died Sept. 15 in Chicago. She was born Gertrude Schafer, but took the Bondhill nam when she started

her career.
She appeared in early silents made at Chi's Essanay studios. made at Chi's Essanay studios, later played the lead in "Smilin' Through" on the stage. She retired in 1939 after several years in

the Birmingham stock company by Sir Barry Jackson, and ed with Robert Lorraine and Terry. He appeared in many Terry, He . plays and films, notably as Papa Juan in "A Hundred Years Old," and as the Bishop in "The Banbury Nose" by Peter Ustinov. Messiter had just returned to Britain after two years of stage and broadcasting work in South

Africa.

JOSEPH F. LAMB

JOSEPH R. LAMP, 72, composer, died Sept. 3 in Brooklyn, N.Y., after a brief illness. His songs include "Ragtime Nightingale," "Top Liner Rag," "The Alaskan Rag," and "Exsellsior Rag," among others. He sellsion Rag," aniong others. He recently made an LP recording called "A Study in Classic Rag-

time."

His wife, four sons, daughter and a sister survive.

ROBERT H. COSGROVE
Robert H. Cosgrove, 59, died at
the Will Rogers Memorial Hospital, Saranac Lake, Sept. 18. He was or leave from Columbia Picture where he was in the payroll department He had been an actor and dancer Survived by a sister and a brother

HARRY BAKER

HARRY BAKER
Harry "Bud" Baker, 39, KBIG
newscaster in Hollywood, died
there Sept. 21 following a heart
seizure. He was participating in a
deejay's hog-calling contest at the
Pomona County Fair when stricken. His wife survives.

Mrs. Corrine Bernstein, wife of Mrs. Corrine Bernstein, wife of legit pressagent Karl Bernstein and mother of company manager Ira Bernstein, died Sept. 25 in New York. She was in her late 50's and had suffered a series of heart atacks in recent months. Other survivors include two grandchildren.

Maury Hamilton, 37. editorial re-search writer and KCBS- newsman, San Francisco died of a heart at-tack in Bay City Sept. 22. Former-lya producer for KCBS for seven years, he left to enter public rela-tions, and returned to station last April. Son, parents and sister sur-vive

Charles B. Swope, 45, a lawyer for the Radio Corp. of America, died Sept. 24 in Phoenixville, Pa., along with his 12 year old son, as a result of a fire which broke out in their home. His wife and an-other son survive.

Ruth Drew. 52, broadcaster, died Sept. 20 in London. She won fame during the war with her "Kitchein Front" talks and had since spe-cialized in household tips on BBC's steam radio.

Dr. Samuel Fine, 77, a retired dentist, died Sept. 23 in Tucson, He was the father of Sylvia Fine, lyricist and special material writer who is the wife of comedian Danny

Paul Ringenbach, 64. an orches tra leader for many years, died Sept. 14 in Hillside, N. J., after a brief illness. His wife, two daughters and a brother survive

Frederick Robbins, 64, rrederick kobbins, 64, a thea-irical agent and former bandleader, died Sept. 25 in Stamford, Conn. after a brief illness. His wife after a brief illness. Hi brother and sister survive.

Theodore Cella, 63, composer, conductor and harpist with the Philharmonic Symphony Orchestra for many years, died Sept. 3 in Epping, New Hampshire.

Sister, of Samuel Rinzler, president of the Radforce Amusement Corp. died Sept. 12 in Brooklyn, N.Y. Her son, daughter and two sisters survive.

Father, 73, of Doris Vinton, pub-lic relations director for the New Yorker Hotel, N. Y., died Sept. 16 Yorker Hotel, N. Y., died Sept. 16 in Palm Beach, Fla.

Father, 81, of Samuel Hart, Al-lied Artists publicist, died Sept. 10 in New York, after a brief illness.

George Foulston, 77, actor, died Sept. 9, at St. Albans, Eng.

core was tormerly manager and assistant freasurer of the Toledo the cast of the radio soaper, Symphony Society.

Her father, Negley Cochran, was editor-publisher of the former Acws-Bee when she started her cowspaper career on the rival cowspaper career on the rival Blade. She did publicity for the Sept. 13 in London of a heart atlete Paul Spor and other show biz tack. He began his career with bureau in Berlin and Frankfurt.

## **WB's Tele-Theatrical Tandem**

had.

For more than a year at the WB studio, technicians and production staffers have been shuttling between the two media. This enables the studio to stagger production schedules in a manner which spreads employment and, actually, literally to perpetuate it for many employes over a span of a year or more. At one juncture last year, although WB had only one theatrical project before cameras on the Burbank lot, so many telepix episodes were shooting all facilities were at work and studio employment graph was high.

WB, of course, leads all other

ment graph was high.

WB, of course, leads all other
majors in production of solidly
sponsored telefilms—either studio's own shooting on lot via a
rental deal. Warners has ten such
series, signed, sealed and delivered for cash on the barrel-head
to ABC-TV. Series are "Maverick,"
"Hawaiian Eye." "Law man,"
"Cheyenne" "Bronco." "Sugarfoot," "77. Sunset Strip." "Surfside Six." "The Roaring 20's" and
"Room for One More."

Product Lineup

However, WB has been shoring up a schedule of theatrical properties, over the past six weeks which now totals 15, largest number within studio's gunsights, towithin studio's gunsights, gether, in some years. List com-

the Pearl Buck novel, to be directed by Gordon Douglas.

"A Majority of One," legit by Leonard Spigelgass, who also will screenplay, starring Alec Guinness and Rosalind Russell, to be produced and directed by Mervyn Le-Roy

"May This House Be Safe From Tigers," Alexander King book adapted for the screen by Charles

Lederer.
"Claudelle Inglish," Erskine
Caldwell novel to be directed by
Gordon Douglas.
"The Crackerjack Marine,"
el by Ben Masselink.
"Act One," Moss Hart's autobiog,
scripted by George Axelrod.
"The Music Man," in 70m, to
be produced and directed by Morton DaCosta.

Semi-Detached," play by Pa-

"Semi-Detached," play by Patricia Joudry.
"A Distant Trumpet," Paul Horgan novel to star Laurence Harvey, scripted by Alan LeMay, to be directed by Jack Clayton.

The Devil in Bucks County," novel by Edmund Schiddel adapted by James Poe, to be directed by Peter Glenville, starring Simone Simonet. Signoret.

noret. The Roman Spring of Mrs. ne" hv Tennessee Williams Stone." by Tennessee Williams, starring Vivien Leigh, to be directed by Jose Quintero.

"Gypsy." the Broadway hit, to be produced in 70m.

"A Noble Profession," by Pierre Stone.

Boulle. "The Devil's Advocate," Morris "The Devil's Russess ovel.
"The Deathmakers,"
by Glen Sire.
10 Poised for Release

Warners further presently boasts the largest array of films in cans and poised for national release it

and poised for national release it has had in some time:

"The Dark at the Top of the Stairs." starring Robert Preston.
Dorothy McGuire. Eve Arden, Angela Lansbury, Shirley Knight, Lee Kinsolving, produced by Michael Garrison, directed by Delbert Mann.

Lee Kinsolving, produced by Michael Garrison, directed by Delbert Mann.

"Sunrise at Campobello." starring Ralph Bellamy, Greer Garson, Hume Cronyn, Jean Hagen, written and produced by Dore Schary, directed by Vincent J. Donehue.

Fred Zinnemann's "The Sundowners." starring Deborah Kerr, Robert Mitchum, Peter Ustinov, Glynis Johns. Dina Merrill, directed by Fred Zinnemann.

"Fanny." starring Leslie Caron, Maurice Chevalier, Charles Boyer, Horst Buchholz, produced and directed by Joshua Logan.

"The Sins of Rachel Cade." starring Ansie, Dickinson, Peter Finch, Roger Moore, produced by Henry Blanke, directed by Gordon Douglas.

"Parrish" starring Troy Dona-

las.

"Parrish," starring Troy Donahue, Claudette Colbert, Karl Malden, Den Jaeger, Connie Stevens, Diane McBain, Sharon Hugueny, In the Variety compos-

vidpix and theatricals providing studios with a better cushioned economy, a two-edged weapon so to speak, than they ever before had.

For more than a year at the WB studio, technicians and production staffers have been shuttling between the two media. This enables the studio to stagger production schedules in a manner which spreads employment and, actually, studios with the studios of the stud

"Gold of the Seven Saints," star-ring Clint Walker, Roger Moore, Leticia Roman, Robert Middleton, Chill Wills, Gene Evans, produced by Leonard Freeman, directed by Gordon Douglas

#### **MARRIAGES**

Glenda Blagg to Victor Jensen, Brooklyn, N.Y., Sept. 17. Bride, formerly with the Michael Todd office, is secretary to Cinemiracle Picture Corp.'s Van Wolf.

Oona MacWhirter to Patrick O'Reilly, Dublin, Sept. 10. Bride's publicist to Odeon 'Ireland' cinema group; he's an accountant at Ardmore Studios. Bray.

Miss Pat Wilson to Lew Lowery, Houston, Sept. 9. Groom is an-nouncer on KTRH in that city; bride is with Entertainment Unlimited.

Bernadette D. Spallino to Bernard Frank Ventura in Lewiston,
Me., Sept. 10. He's a musician formerly with Benny Goodman's orch.

ises:

Elaine Bishende to Vair Capper,
"Letter from Peking," based on Toronto, Sept. 17. She's a concert
te Pearl Buck novel, to be directplanist; he's a Toronto Symphony
to Gordon Douglas. Maureen McShane to Ed Sawicki,

Chicago, Sept. 10. Both are in the continuity dept. of WGN-TV there. Jean Terry to Terence Hillman, London, Sept. 18. Bride's one of the singing Terry Sisters.

Melissa Milicevich to Robert Sadoff, Las Vegas, Sept. 7. He's a former NBC producer in N. Y. and now runs Liberty Artist Service, management firm, in L.V.

Carolyn Hughes to Elliott Kast-ner, London, Sept. 21. Bride is an American tv actress; he's a U. S. theatre agent Carol Wilkens to John Morgan,

Bellingham. Wash., Sept. 9. Bride is with traffic dept. of KOMO-TV, Seattle.

Seattle.

Judy Bailey to Val Gielgud, London, Sept. 17. Bride is an actress; he is head of BBC radio drama.

Elaine Useloff to Jack Daniles, New York, Sept. 18. Bride is with Young & Rubicam's tv dept.; he's a "ABC-TV account exec.

Genevieve (no surname given) to Ted Mills, Sept. 24, New Canan, Conn. She's the French comedienne-singer; he's a tv producer.

Adele O'Connor to Stanley Donen, Sept. 23, London, He's the film producer; she's the former Lady Beatty.

#### BIRTHS

BIRTHS

Mr. and Mrs. Mort Crowley, daughter, Sept. 14 in Chicago, Father is a deejay on WLS there.

Mr. and Mrs. Lawrence Roman, daughter, Hollywood, Sept. 10. Fathe is a playwright.

Mr. and Mrs. Pepe Hern. daughter, Hollywood, Sept. 14. Father's an actor.

Mr. and Mrs. Huw Thomas, daughter, London, Sept. 18. Father is the tv newscaster and emcce.

Mr. and Mrs. Ed Haggarty,

Mr. and Mrs. Ed Haggarty, daughter, Westport, Conn., Sept. 13. Father's an account exec with Reach, McClinton ad agency.
Mr. and Mrs. Edward Abrams, son, Hollywood, Sept. 18. Father is a film editor at Revue Productions.

tions.

Mr. and Mrs. Alan Gale. daughter, Ramsgate, Eng. recently. Father is a theatre impresario and

ther is a theatre impresario 'not to be confused with the American nitery comedian; mother is actress Patricia Kay.

Mr. and Mrs. Roy Somlyo, son, Sept. 17, New York. Father is a legit company manager.

Mr. and Mrs. Frank Harms, son, Philadelphia, Sept. 20. Father is WRCV-TV, Philadelphia, program director. director.

Mr. and Mrs. Dave McMahon, son, Hollywood, Sept. 22. Father's

I'm on tour now

Hope to be seeing all my
friends soon.

Ella

